

Winter Wave Summary Report

Ferry travel from January 3 through March 27, 2012

*Part of the Washington State Transportation
Commission 2012 Ferry Research Initiative*



Washington State
Transportation Commission

Conducted by
Market Decisions Corporation



Preface

- ❖ In 2010, the Washington State Transportation Commission (WSTC) changed the process for how research is conducted regarding Washington State Ferries (WSF). In the past, stand-alone research projects were executed, but some of the issues facing ferry operations are of a longitudinal nature (changes over time). The decision was therefore made to create the Ferry Riders' Opinion Group (FROG). FROG is an online community where ferry travelers will have an ongoing opportunity to weigh in on ferry issues through surveys and quick polls (single questions). Since 2010, all WSF research has been conducted using the FROG panel.
- ❖ The research initiative in 2012 consists of the following main phases:
 - Winter Customer Survey (target audience: FROG panel members only)
 - Summer Customer Survey (target audience: FROG panel members & recreational/social riders)
- ❖ The focus of this report is the Winter Customer Survey.
 - A comprehensive report of all phases will be available winter 2012.
- ❖ All research was conducted by Market Decisions Corporation with input from the WSTC Research Team. For questions about this research, please contact Reema Griffith at WSTC ☎ (360) 705-7070.



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Methodology

- ❖ The following report presents the findings for the Winter 2012 survey. The main objective of this research is to understand from the ferry riders' perspective their travel behavior, opinions, and attitudes regarding important issues currently facing the Washington State Transportation Commission and Washington State Ferries.
 - This overall objective resulted in the following areas of exploration:
 - Winter travel activity - ferry travel from January 3 through March 27, 2012.
 - Customer satisfaction - measure importance and satisfaction of terminal conditions, walk-on and transit services, toll booth interactions, loading and unloading procedures, vessel conditions, vessel crew interactions, on-time arrival and departures and WSF website and telephone services.
 - Household make-up - gauge household composition and ferry travel activity during the winter months.
 - Fare structure - measure support and impact of small car discounts.
 - Transit connections - determine impact of transit connections on ferry travel.
 - Tacoma Narrows Bridge - understand impact of Tacoma Narrows Bridge travel on ferry traffic.
 - Demographic characteristics of ferry customers - travel patterns, WSF satisfaction and demographic data.
- ❖ A total of one thousand seven hundred fifty-four (n=1,754) ferry riders completed the Winter 2012 survey yielding a maximum sample variable of +/- 2.3% at the 95% confidence level.
 - Ferry riders completed a web survey between May 3, 2012 and May 15, 2012.
- ❖ In order to make the survey results proportionate to the ferry ridership universe as a whole, it was necessary to weight the data by route and boarding method based on their last trip taken.
 - For additional details please see Appendix C.
- ❖ Due to respondents who either did not answer certain questions or selected no response or don't know, the question bases vary throughout the report.
 - Small sample sizes, those n=30 or less, will be called out on each slide, if present.
- ❖ Significant differences between routes (only noted when significantly different from roughly half of all other routes/**at least 5 other routes**) are highlighted by a blue outline.

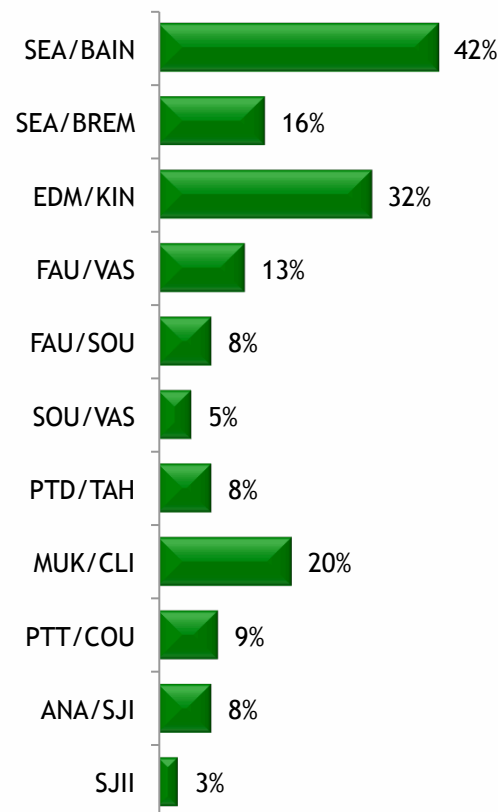


Executive Summary

❖ Winter Ridership

- Consistent with 2010, ferry ridership during the winter travel period is highest for the Seattle/Bainbridge (42%), Edmonds/Kingston (32%) and Mukilteo/Clinton (20%) routes and lowest on the San Juan Inter Island routes (3%).
- The following routes have ridership of, on average, more than 12 round trips per month during the winter period:
 - Fauntleroy/Southworth (13.0)
 - Fauntleroy/Vashon (12.9)
 - Seattle/Bremerton (12.7)
 - Seattle/Bainbridge (12.5)
 - Mukilteo/Clinton (12.3)
- Fauntleroy/Southworth (85%), Southworth/Vashon (81%) and Seattle/Bremerton (80%) have the highest percentage of commuting trips per month.
 - Port Townsend/Coupeville has the lowest percentage of commuting trips (27%), but the highest recreational trips (50%).

Route Ridership (n=1,691)



Avg. trips per month per rider*

2012	2010
12.5	11.2
12.7	13.1
6.5	7.6
12.9	13.5
13.0	13.4
7.3	5.6
6.1	6.5
12.3	13.4
2.6	3.0
4.6	4.2
5.0	4.0

* Please note the question wording was changed slightly between 2010 and 2012



Executive Summary

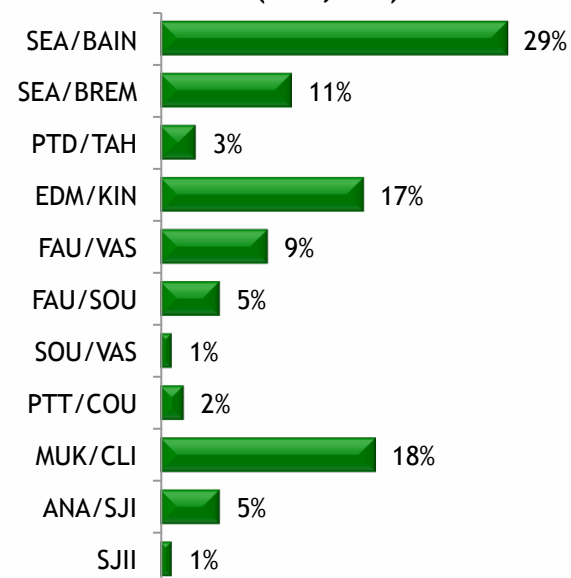
❖ Winter Ridership (cont.)

- Primary boarding method is dependent upon route, with Seattle/Bremerton and Seattle/Bainbridge having the highest percentage of walk-on riders (72% and 61%, respectively). On all other routes, drive-on is the primary boarding method.
- Overall, three in four say their ridership on the ferries has remained consistent over the past year (72%), and anticipate they will continue to ride with the same frequency over the next two years (74%).

❖ Last Ferry Ride

- In line with 2010, the most recent route ridden is Seattle/Bainbridge (29%), followed by Mukilteo/Clinton (18%) and Edmonds/Kingston (17%).
- The primary purpose of riders' most recent trip was to commute to/from work (34%).
- Roughly two thirds of riders board as either a driver (44%) or passenger (23%) in a vehicle, while one quarter walk on (25%).
- More than half (52%) of those boarding by vehicle report doing so in an auto/SUV/pick-up between 14 and 22 feet.
- Two fifth of riders (43%) board using a multi-ride frequent user ticket.

Last Route Ridden
(n=1,691)



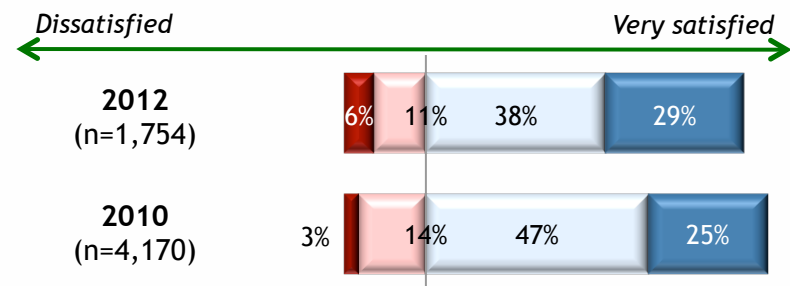


Executive Summary

❖ Rider Satisfaction

- Two thirds (67%) of riders state they are satisfied with the service provided by Washington State Ferries.
 - Satisfaction is down significantly since 2010; however, dissatisfaction has remained consistent. This indicates that, in 2012, more riders provide neutral satisfaction ratings.
- Based on the gap analysis, which looks at the relative importance and satisfaction of each attribute, the greatest opportunities for improvement include:
 - Provide clear directions/hand signals by the loading crews
 - Process drivers through ticket lanes efficiently
 - Provide clean and well maintained bathrooms on the ferries
 - Keep vessels well maintained and safe
 - Clean and well maintained terminals

Overall Satisfaction with WSF



Only ratings of satisfaction (4-5) or dissatisfaction (1-2) are shown.
Ratings of 3 or don't know are not shown.

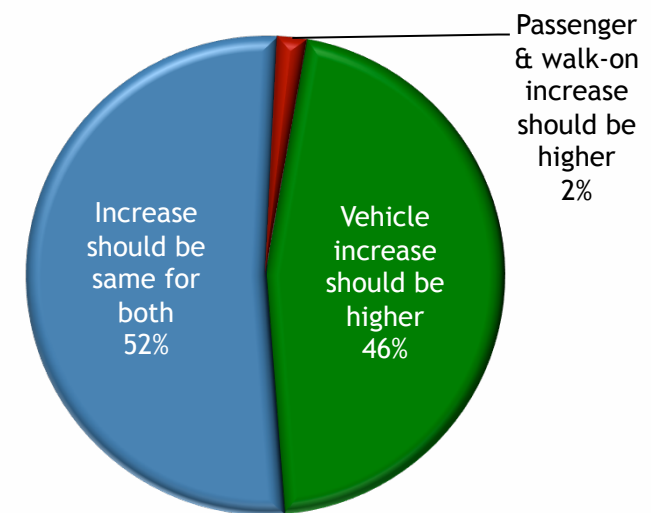


Executive Summary

❖ Ferry Usage

- Three fourths (76%) of riders also have other members of their household travelling on the ferries during the winter period.
 - On average, half (49%) have one other person in their household traveling, while one quarter (27%) have two or more other household members traveling using the ferry system.
- Three in four (72%) riders prefer the current vehicle fare structure based on car size categories.
- A 30% discount off regular vehicle fares for vehicles under 14 feet would have some influence on half (46%) of riders' decisions to purchase a smaller car.
- Riders are relatively divided on fare increase being greater for vehicles than for passengers and walk-ons. Half (52%) state the increase should be the same for all riders, while almost half (46%) agree that vehicle increase should be higher.
 - Among those who agree that vehicle increases should be higher, the majority (77%) believe the passenger/ walk-on fares should grow at $\frac{1}{4}$ to $\frac{1}{2}$ the rate of vehicle fares.

Greater Fare Increases for Vehicles
(n=1,754)





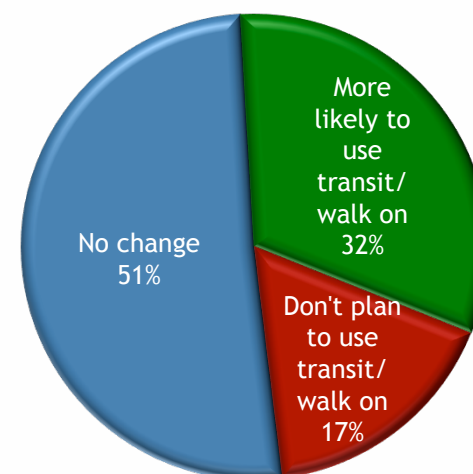
Executive Summary

❖ Transit Connections

- Convenience of having a car (35%), lack of public transportation to desired locations (32%), work requirements (31%) and ability to travel on personal timetable (28%) are main factors impacting commuters' decision to drive instead of walk onto the ferry.
 - Among commuters, access to/integration with mass transit (28%) is the change most likely to encourage more walk-on commuting trips.
- One third (32%) of riders would be more likely to use transit and walk onto the ferry if they received a discount on their ferry and transit fares when used in combination via the ORCA Card; however, half (51%) say it would not change their use of public transit.
- Among those who drove onto the ferries during the winter period, one third (36%) would be more likely to walk on if they received a 30% discount on a combined ferry/bus ticket.

Impact of Combined Fare Discount

(n=1,754)





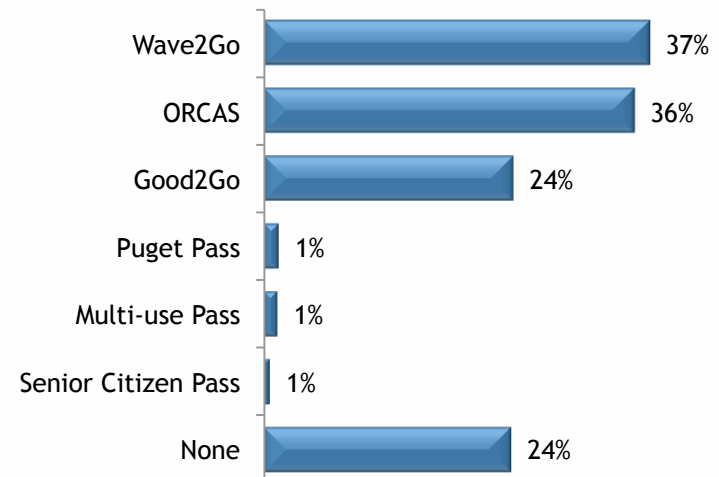
Executive Summary

❖ Miscellaneous Topics

- A significantly higher percentage of riders have used the Tacoma Narrows Bridge going westbound and the ferries going eastbound vs. the Tacoma Narrows Bridge going eastbound and the ferries going westbound (18% vs. 12%).
 - This may be attributed to the lack of bridge tolls for riders travelling westbound.
- The majority (82%) state that an equal toll in both directions on the Tacoma Narrows Bridge would not change their ferry riding behavior.
- Wave2Go and ORCA are the most commonly owned passes (37% and 36%, respectively).
- The majority (77%) of riders would rather maintain the current fare payment system.

Current Pass Ownership

(n=1,754)





Recommendations

- ❖ To improve overall satisfaction and future support for ferry initiatives there are a number of items that need to be addressed.
 - Make improvements to increase the efficiency of the loading procedures, including training the loading crew to provide clear direction and uniform hand signals and on how to efficiently process vehicles through ticket lanes.
 - Improve the cleanliness of the areas that rider frequent often - these areas include on-board bathrooms and the terminal waiting areas.
 - Maintain WSF vessels by removing dirt, rust and clutter, thereby ensuring the riders that they are traveling on vessels that are safe and well cared for.

- ❖ In order to shift boarding method to walk-on travelers need to know that they can easily and conveniently reach their destinations by combining travel modes. It's necessary to highlight or promote the ease of combining ferry and mass transit to get to your destination as fast, if not faster, than by driving.
 - Of course, these claims would have to be substantiated by the integration of ferry and mass transit schedules.
 - Additionally, a discount offered on a combined ferry and transit ticket may encourage even more walk-on traffic.



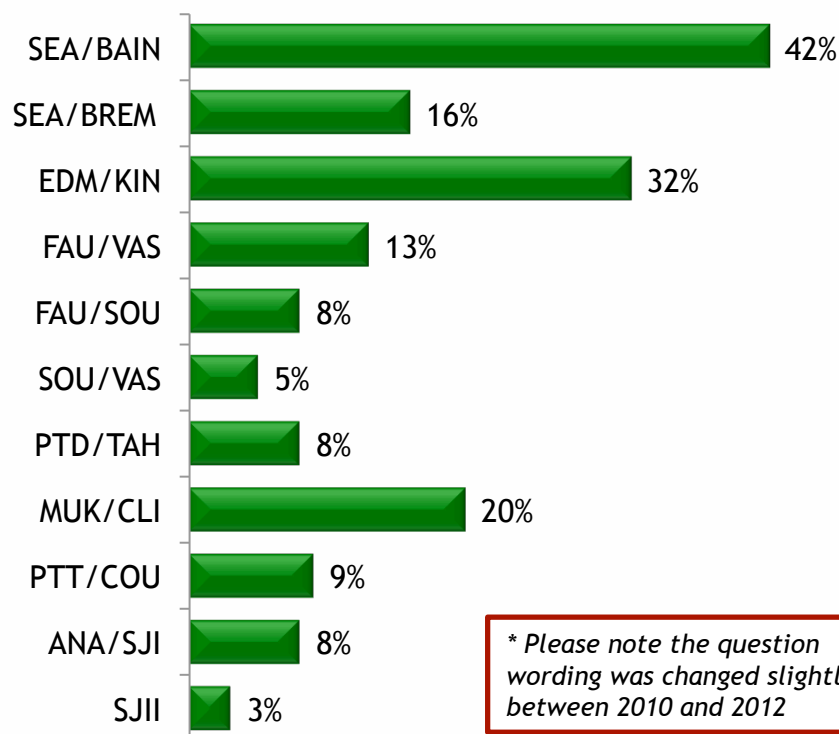
Winter Travel Activity



Winter Period Ridership - Overall

- ❖ The routes with the highest ridership during the winter period are Seattle/Bainbridge (42%), Edmonds/Kingston (32%) and Mukilteo/Clinton (20%).

Route Ridership (n=1,691)



* Please note the question wording was changed slightly between 2010 and 2012

Route Ridership 2010	Avg. # of trips per month per rider*	
	2012	2010
SEA/BAIN	12.5	11.2
SEA/BREM	12.7	13.1
EDM/KIN	6.5	7.6
FAU/VAS	12.9	13.5
FAU/SOU	13.0	13.4
SOU/VAS	7.3	5.6
PTD/TAH	6.1	6.5
MUK/CLI	12.3	13.4
PTT/COU	2.6	3.0
ANA/SJI	4.6	4.2
SJII	5.0	4.0

Q1 Which of the following route(s) have you ridden during the Winter Schedule period (January-March 2012)?

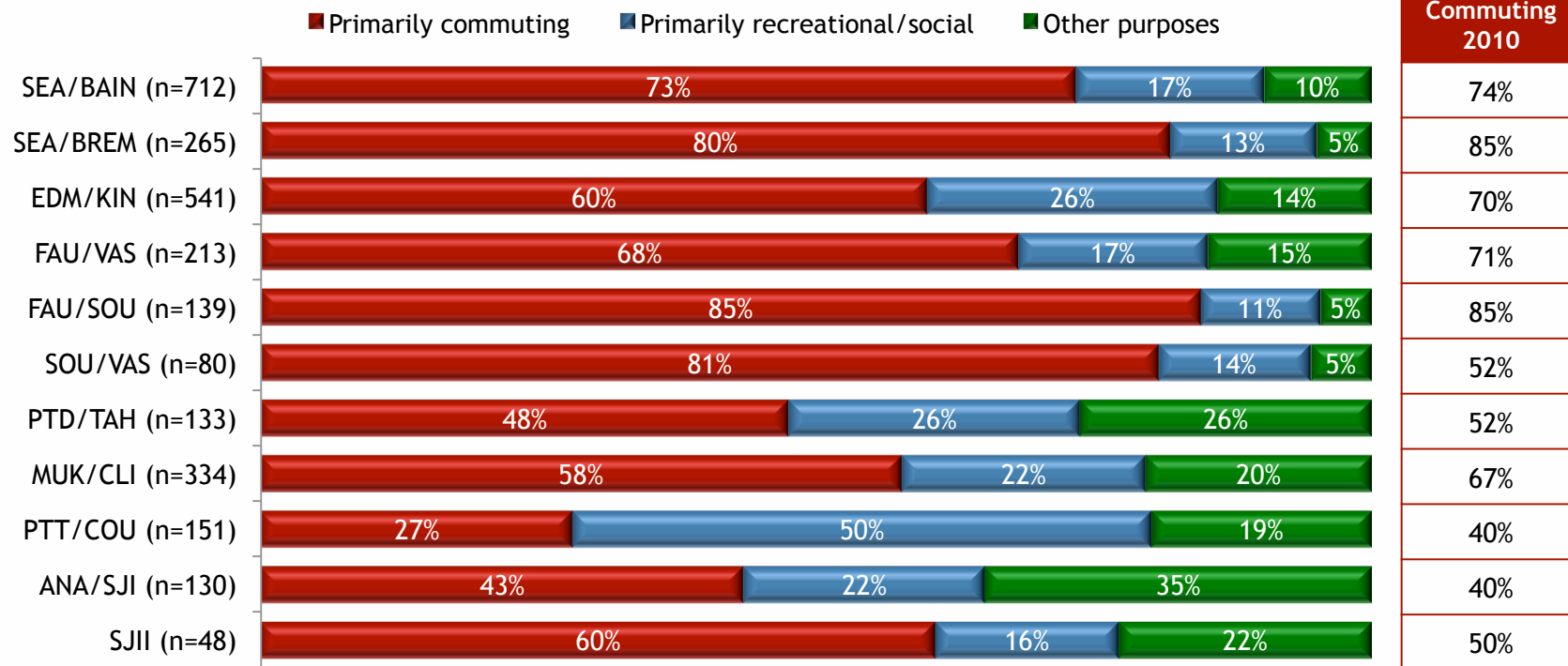
Q2 To get an idea of how people are using the ferry system in the winter months, could you please give us a guesstimate for the route(s) shown below - how many round trips (two one-way trips = one round trip) per month you take during the Winter Schedule period?



Winter Period Ridership - Commuting Trips

- ❖ Fauntleroy/Southworth (85%), Seattle/Bremerton (82%) and Southworth/Vashon (81%) have the highest percentage of commuting trips per month; whereas Port Townsend/Coupeville has the lowest percentage (28%).

Ratio of Trips Per Month by Purpose (of those who ride route)



Q3 How many of those round trips were for the primary purpose of commuting (getting to and from work/school), how many were for primarily recreational/social purposes (seeing friends/going to events, etc.) and how many were for other purposes (shopping, medical appointments, etc.)?

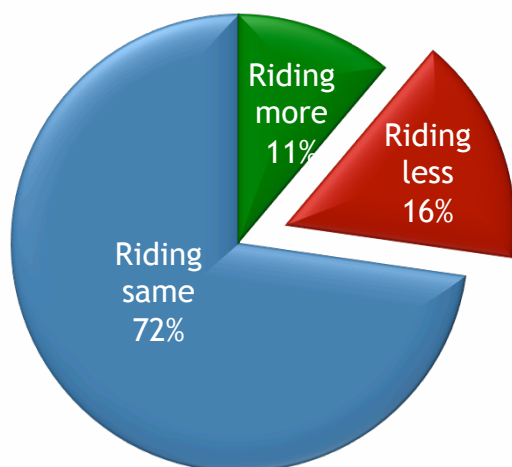


Change in Ferry Ridership

- ❖ Ridership on the ferries is comparable to one year ago. However, roughly one in five (16%) state they are riding the ferries less, primarily due to life changes that require less travel.

Ridership Compared To Year Ago

(n=1,754)



Top Reasons for Less Ridership	n=287
Less need to travel due to life circumstances	24%
Expensive/raising rates	15%
Changed jobs to a location that doesn't require as much ferry travel	14%
Started telecommuting/telecommute more	11%
Retired	11%
Moved to a location that doesn't require as much ferry travel	11%
Unemployed/employed part-time	10%

Ridership Compared to 1 Year Ago	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=87	SJII n=12*
Ride more than a year ago	12%	12%	8%	11%	11%	23%	18%	12%	14%	17%	33%
Ride the same as a year ago	73%	72%	76%	76%	77%	60%	66%	73%	68%	67%	52%
Ride less that a year ago	15%	16%	16%	13%	13%	18%	16%	16%	18%	16%	15%

Q4 Compared to one year ago (Winter January-March 2011) would you say you personally ...

Q5 Why do you ride the ferries less now?

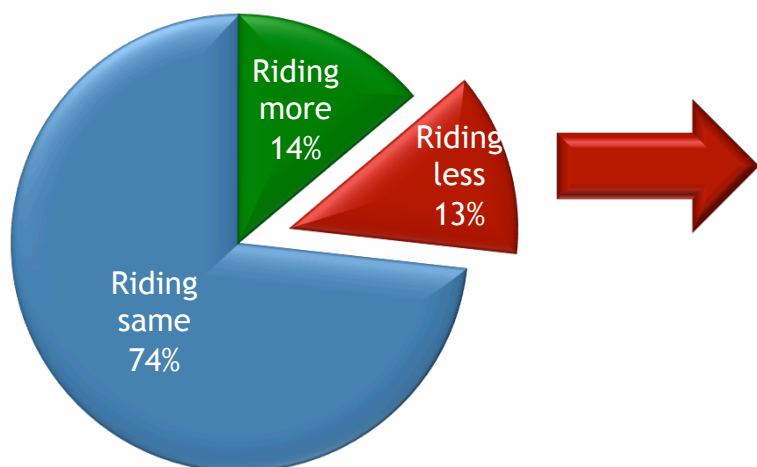


Expected Change in Ferry Ridership

- ❖ Ridership on the ferries in the coming years is also expected to remain comparable, with only 13% stating they plan to be riding the ferries less, primarily due to a move.

Expected Ridership in Next 2 Years

(n=1,754)



Top Reasons for Lower Expected Ridership	n=220
Plan to move to a location that doesn't require as much ferry travel	23%
Expensive/raising rates	20%
Less need to travel due to life circumstances	14%
Plan to retire	13%
Plan to telecommute/will telecommute more	12%
Plan to change jobs to a location that doesn't require as much ferry travel	8%

Expected Ridership	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=87	SJII n=12*
Riding more in the next 2 years	12%	10%	12%	15%	9%	0%	23%	14%	19%	21%	4%
Riding same in the next 2 years	75%	75%	73%	77%	82%	100%	73%	75%	66%	67%	95%
Riding less in the next 2 years	13%	14%	15%	8%	9%	0%	4%	11%	15%	12%	1%

Q6 Looking forward 2 years, how would you guess your ferry ridership will change, if at all?

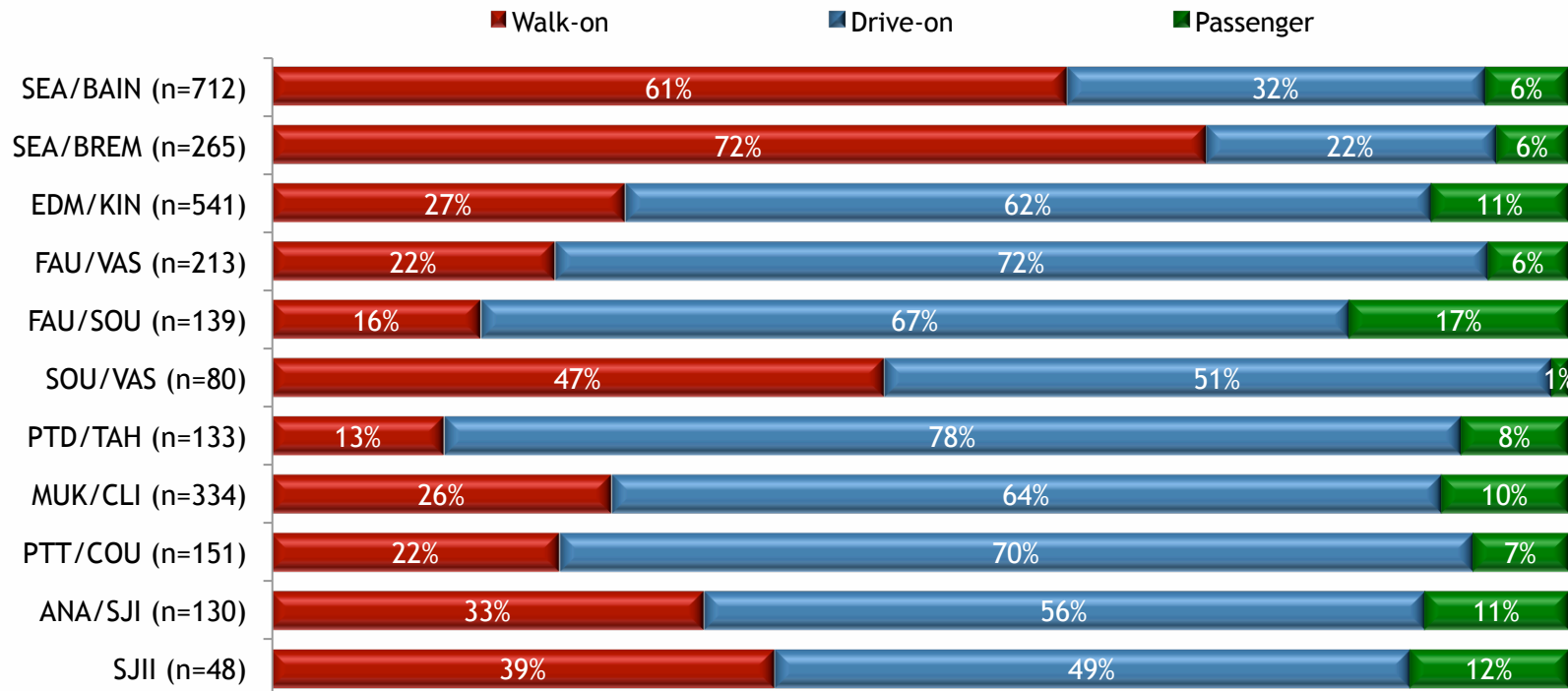
Q7 What is the main reason you anticipate you will ride the ferries less in the next 2 years?



Boarding Method

- ❖ Seattle/Bremerton (72%) and Seattle/Bainbridge (61%) have the highest proportion of walk-on travelers; on all other routes, drive-on is the primary boarding method.

Ratio of Trips Per Month by Boarding Method (of those who ride route)



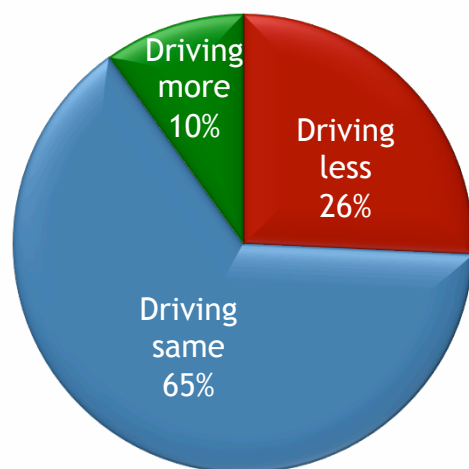
Q8 During the Winter Schedule period, how many of your ferry trips for each route were boarded using the following methods?



Change in Driving Habits

- ❖ Overall driving habits have remained consistent with last year (65%); however, one quarter (26%) state that they are driving less than last year.

Driving Habits Compared to A Year Ago
(n=1,691)



Expected Ridership	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=87	SJII n=12*
Driving more	9%	9%	9%	10%	18%	11%	10%	9%	9%	9%	4%
Driving the same	63%	54%	69%	73%	67%	54%	59%	68%	53%	67%	63%
Driving less	28%	37%	22%	17%	15%	35%	31%	23%	38%	24%	33%

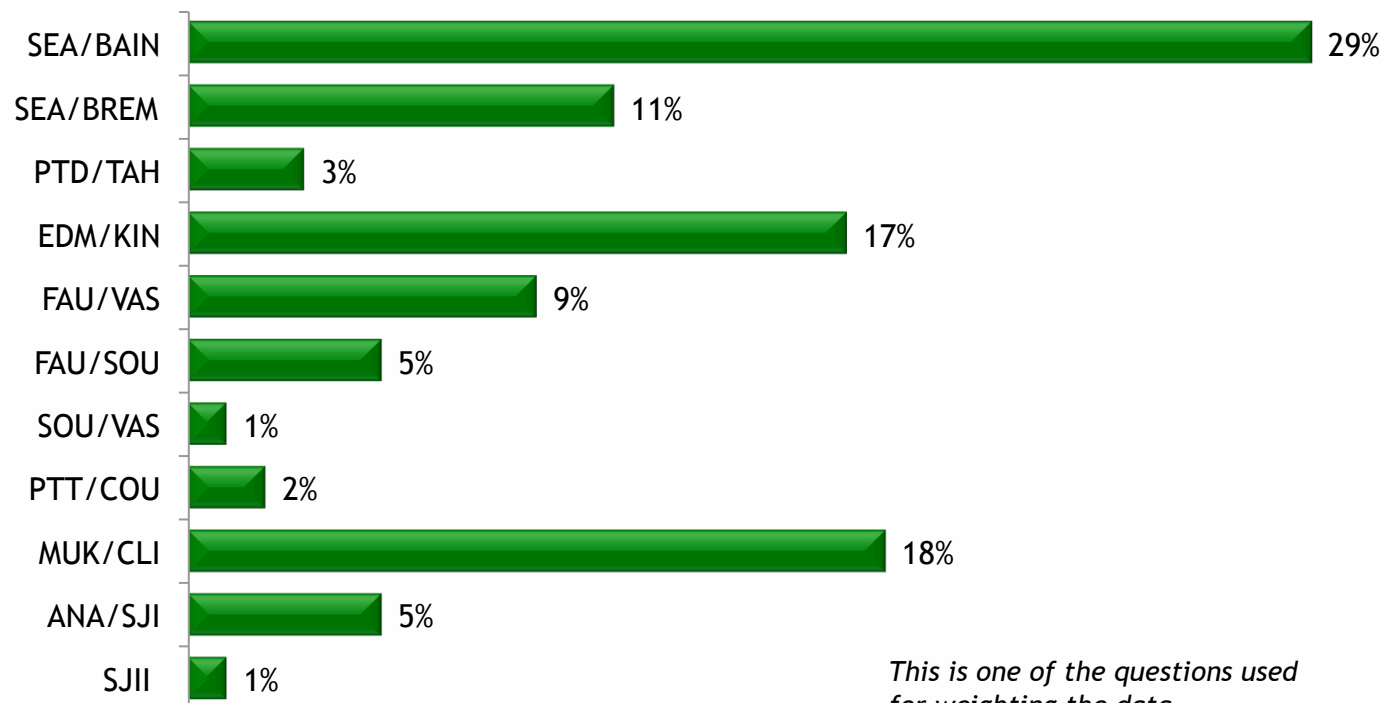
Q9 Thinking for a moment about your overall driving habits this last year on ALL ROADS AND HIGHWAYS, would you say you are ...



Last Ferry Ride - By route

- ❖ Consistent with 2010, Seattle/Bainbridge is the route ridden last by more than one quarter (29%) of the ferry riders, followed by Mukilteo/Clinton (18%) and Edmonds/Kingston (17%).

Last Route Ridden (n=1,691)



Last Route 2010

27%

11%

3%

19%

9%

4%

1%

2%

19%

5%

1%

*This is one of the questions used
for weighting the data.*

Q10 Now focusing in on your most recent ferry trip, what was the last route that you rode?



Last Ferry Ride - Boarding Terminal

- ❖ Overall, the primary boarding terminals for last ferry trip were the terminals with ferries departing eastbound.

Boarding Terminal (of those who rode route last)

SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=87	SJII n=12*
72% Bainbridge	71% Bremerton	69% Kingston	72% Vashon	69% Southworth	65% Southworth	71% Tahlequah	71% Clinton	72% Port Townsend	33% Friday Harbor	41% Friday Harbor
28% Seattle	29% Seattle	31% Edmonds	28% Fauntleroy	31% Fauntleroy	35% Vashon	29% Point Defiance	29% Mukilteo	28% Coupeville	24% Anacortes	37% Lopez
									22% Lopez	21% Orcas
									21% Orcas	21% Orcas
									1% Shaw	

Q11 To start with, from which terminal did you depart on your most recent trip?



Purpose of Last Ferry Ride

- ❖ One third (34%) of riders used the ferry last to commute to and from work.

Purpose of Last Ferry Ride
(n=1,691)



2010 Trip Purpose
39%
14%
8%
15%
7%
6%
4%
1%
2%
2%
1%
1%

Q12 Thinking about your LAST FERRY RIDE ONLY on the {INSERT Q10 NAME HERE} route, which of the following was the PRIMARY PURPOSE for that specific trip?



Purpose of Last Ferry Ride - 2012

- ❖ Seattle/Bainbridge, Seattle/Bremerton and Fauntleroy/Southworth routes are used primarily for commuting to and from work.

Purpose of Last Ferry Ride 2012	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=87	SJII n=12*
Commuting to/from work	41%	48%	27%	33%	54%	71%	20%	26%	17%	10%	32%
Travel to/from family or friends	11%	11%	29%	14%	7%	0%	14%	12%	32%	9%	5%
Work related activity/business	18%	8%	12%	14%	13%	11%	8%	13%	23%	14%	24%
Personal business/activity	8%	9%	9%	8%	7%	6%	13%	13%	7%	15%	16%
Medical appointments	5%	5%	5%	9%	3%	0%	9%	15%	0%	25%	4%
Recreation/tourism	7%	9%	8%	5%	2%	0%	10%	6%	14%	7%	5%
Travel to/from special event	6%	6%	6%	8%	5%	0%	10%	5%	3%	4%	15%
Shopping excursion	1%	1%	2%	7%	0%	0%	13%	4%	2%	8%	0%
Commuting to/from school	2%	1%	1%	0%	3%	0%	3%	2%	0%	1%	0%
Commute to/from 2 nd home/ vacation home	<1%	1%	1%	1%	2%	0%	0%	2%	2%	3%	0%
Commute to/from airport/train	1%	0%	0%	0%	3%	0%	0%	1%	0%	1%	0%
Other	1%	1%	<1%	2%	1%	11%	1%	1%	0%	3%	0%

* Caution: Small sample sizes

Q12 Thinking about your LAST FERRY RIDE ONLY on the {INSERT Q10 NAME HERE} route, which of the following was the PRIMARY PURPOSE for that specific trip?



Purpose of Last Ferry Ride - Change

- ❖ Overall, regarding last trip purpose, work related activity/business trips have increased significantly in 2012, while commuting and personal business/activity trips have decreased.

Change in Top Purposes of Last Ferry Ride 2012 vs. 2010	SEA/ BAIN	SEA/ BREM	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTD/ TAH	MUK/ CLI	PTT/ COU	ANA/ SJI	SJII
Commuting to/from work	-3%	-5%	-7%	-11%	-3%	3%	-24%	-7%	0%	-3%	7%
Travel to/from family or friends	0%	-1%	10%	2%	-11%	0%	0%	-1%	5%	-7%	5%
Work related activity/business	11%	3%	3%	4%	8%	8%	3%	5%	18%	5%	-5%
Personal business/activity	-7%	-3%	-7%	-8%	-2%	6%	-1%	-3%	-4%	-8%	3%
Medical appointments	-1%	2%	-1%	3%	-2%	-3%	5%	3%	-2%	9%	-10%
Recreation/tourism	1%	3%	0%	3%	-2%	-14%	8%	2%	-2%	0%	2%
Travel to/from special event	0%	2%	3%	5%	5%	-6%	8%	2%	-10%	1%	4%

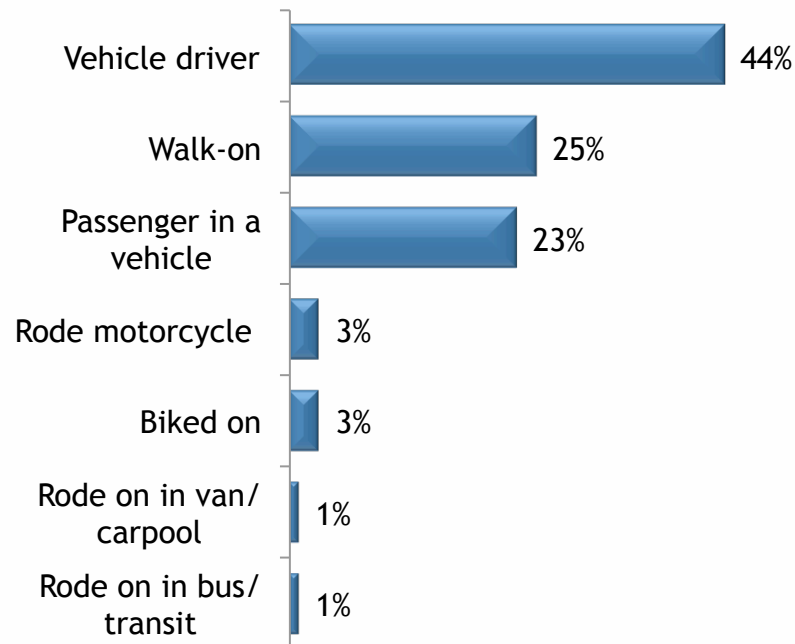
Q12 Thinking about your LAST FERRY RIDE ONLY on the {INSERT Q10 NAME HERE} route, which of the following was the PRIMARY PURPOSE for that specific trip?



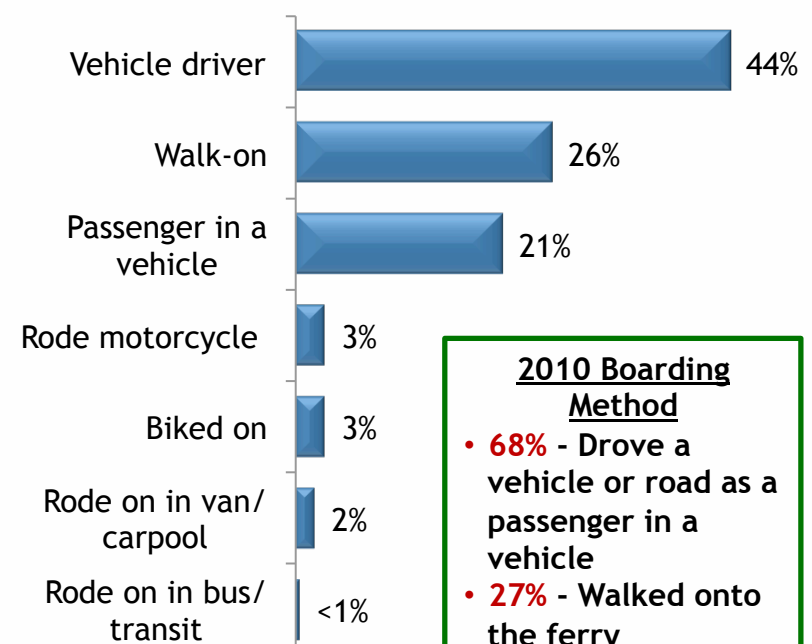
Boarding Method of Last Ferry Ride

- ❖ Two thirds of ferry riders boarded the ferry as either a **driver or passenger in a vehicle** and one quarter **walked on**.
- ❖ Boarding methods have remained consistent with the winter wave 2010.

Outbound Boarding Method
(n=1,691)



Return Boarding Method
(n=1,691)



2010 Boarding Method

- **68%** - Drove a vehicle or road as a passenger in a vehicle
- **27%** - Walked onto the ferry

Q13 Thinking about your **LAST FERRY RIDE ONLY** on the \$custom1 route, how did you board the ferry for your outbound and returning trips?



Boarding Method of Last Ferry Ride - By route

- ❖ Seattle/Bainbridge and Seattle/Bremerton have a higher proportion of walk-on riders than other routes.

Outbound Boarding Method 2012	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=87	SJII n=12*
Vehicle driver	31%	27%	54%	54%	45%	57%	61%	52%	50%	53%	50%
Walk-on	42%	53%	12%	12%	10%	43%	11%	11%	14%	11%	8%
Passenger in a vehicle	18%	12%	29%	25%	17%	0%	25%	28%	33%	34%	33%
Rode motorcycle	2%	2%	2%	4%	12%	0%	2%	6%	0%	2%	8%
Biked on	5%	6%	<1%	1%	1%	0%	0%	1%	3%	0%	0%
Rode on in van/carpool	<1%	0%	2%	1%	11%	0%	0%	2%	0%	0%	0%
Rode on in bus/transit	1%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%

Return Boarding Method 2012	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=87	SJII n=12*
Vehicle driver	32%	27%	52%	56%	42%	57%	63%	53%	47%	56%	50%
Walk-on	43%	51%	14%	16%	13%	43%	10%	10%	12%	11%	8%
Passenger in a vehicle	15%	11%	25%	21%	12%	0%	23%	28%	39%	31%	34%
Rode motorcycle	2%	2%	2%	4%	11%	0%	2%	6%	0%	2%	8%
Biked on	5%	6%	<1%	1%	1%	0%	0%	1%	3%	0%	0%
Rode on in van/carpool	<1%	0%	3%	1%	12%	0%	0%	2%	0%	0%	0%
Rode on in bus/transit	1%	0%	0%	0%	0%	0%	0%	<1%	0%	0%	0%

Q13 Thinking about your LAST FERRY RIDE ONLY on the \$custom1 route, how did you board the ferry for your outbound and returning trips?



Boarding Method of Last Ferry Ride - 2010

- ❖ Seattle/Bainbridge, Seattle/Bremerton and Southworth/Vashon have a higher proportion of walk-on riders than other routes.

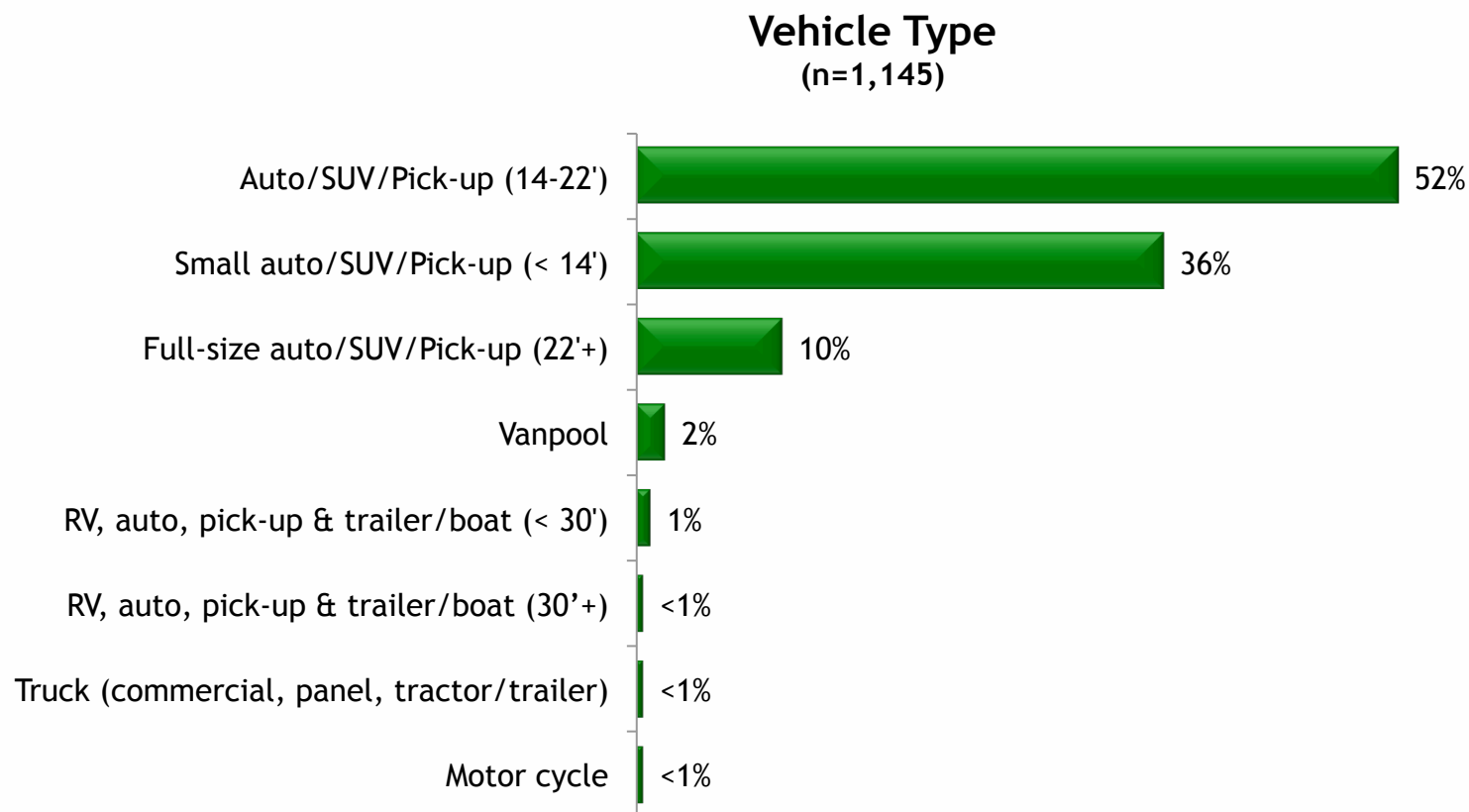
Boarding Method of Last Ferry Ride 2010	SEA/ BAIN n=1120	SEA/ BREM n=476	EDM/ KIN n=795	FAU/ VAS n=377	FAU/ SOU n=152	SOU/ VAS n=31	PTD/ TAH n=118	MUK/ CLI n=776	PTT/ KEY n=85	ANA/ SJI n=210	INTER SJI n=29*
Vehicle driver	32%	23%	54%	57%	57%	59%	61%	54%	49%	56%	55%
Walk-on	42%	61%	13%	14%	17%	39%	10%	14%	16%	9%	14%
Passenger in a vehicle	20%	11%	27%	23%	16%	3%	25%	28%	37%	36%	28%
Rode on in van/car pool	2%	1%	6%	3%	8%	0%	0%	4%	0%	0%	7%
Rode motorcycle	2%	2%	2%	3%	7%	3%	1%	2%	1%	0%	0%
Biked on	5%	4%	1%	1%	1%	0%	3%	1%	2%	1%	0%
Rode on in bus/transit	0%	2%	1%	3%	0%	0%	2%	1%	0%	0%	0%

Q29 Thinking about your LAST FERRY RIDE ONLY, were you the vehicle driver, a passenger in a vehicle or did you walk onto the ferry??



Vehicle Drove on for Last Ferry Ride

- ❖ The majority of vehicle travelers drove on an auto/small SUV/small pick-up that was 22 feet or smaller.



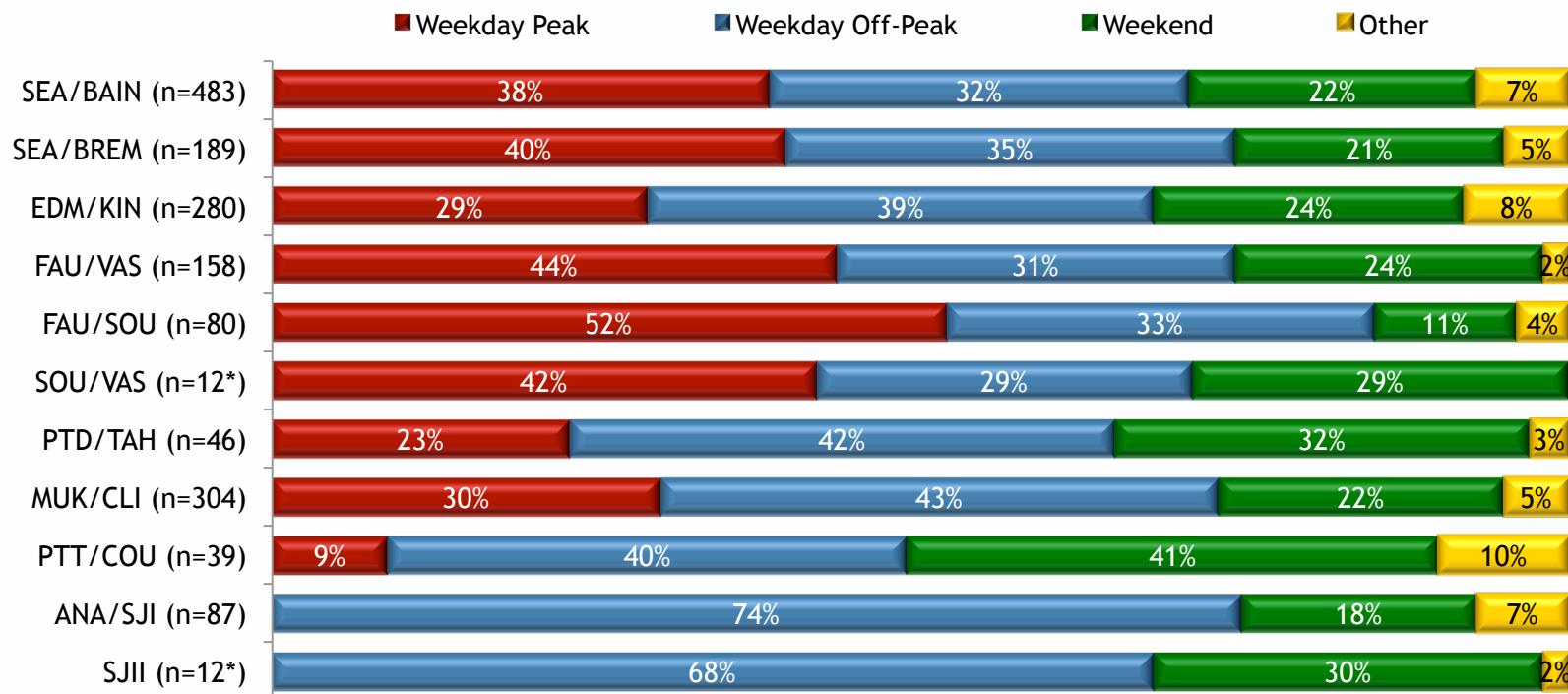
Q14 Thinking about your LAST FERRY RIDE ONLY on the {INSERT Q10 NAME HERE} route, which of the following best describes the vehicle you drove on the ferry?



Time of Last Ferry Ride

- ❖ The highest weekday peak traffic is on the Fauntleroy/Southworth, Fauntleroy/Vashon and Southworth/Vashon routes.

Time of Last Ferry Trip (of those who ride route)



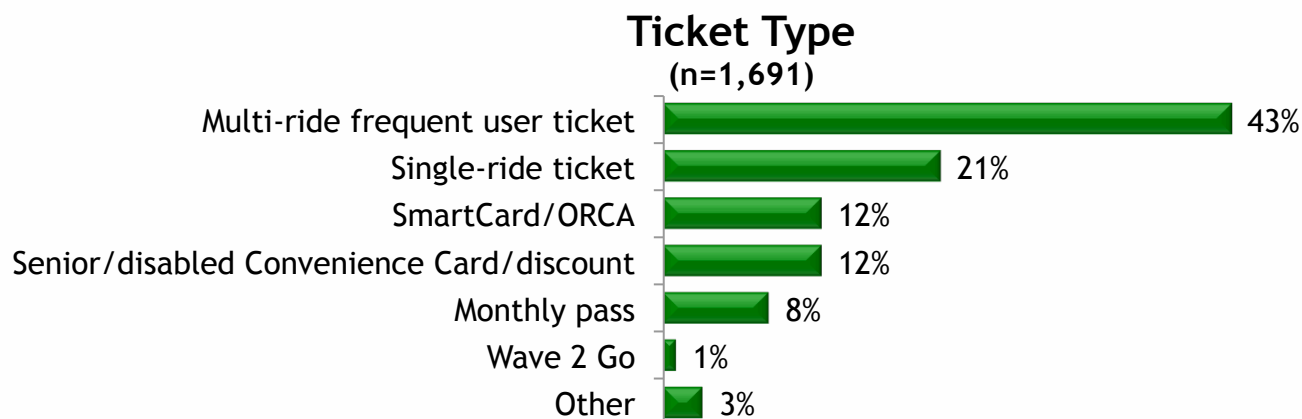
* Caution: Small sample sizes

Q15 Thinking about your LAST FERRY RIDE ONLY on the {INSERT Q10 NAME HERE} route, what was the date and scheduled departure time (or approximate time of sailing if you don't remember)



Ticket Used on Last Ferry Ride

- ❖ More than two thirds (43%) of riders boarded using a multi-ride frequent user ticket.
- ❖ Among those, 84% state that they do not share their multi-ride pass with anyone under 19.



Ticket Type	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=87	SJII n=12*
Multi-ride frequent user ticket	38%	22%	35%	61%	48%	40%	68%	54%	10%	74%	41%
Single-ride ticket	17%	25%	33%	11%	17%	6%	15%	17%	57%	16%	30%
Senior/disabled Convenience Card/discount	13%	13%	19%	6%	8%	0%	8%	11%	25%	8%	0%
SmartCard/ORCA	21%	22%	1%	14%	11%	30%	5%	5%	3%	1%	4%
Monthly pass	9%	15%	8%	4%	11%	12%	3%	7%	0%	0%	0%
Wave 2 Go	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%
Other	1%	2%	3%	2%	4%	11%	1%	6%	5%	<1%	25%

Q16 Finally, thinking about your LAST FERRY RIDE ONLY on the {INSERT Q10} route, what kind of ticket were you travelling on?

Q16B Do you share your multi-ride card with anyone under the age of 19?



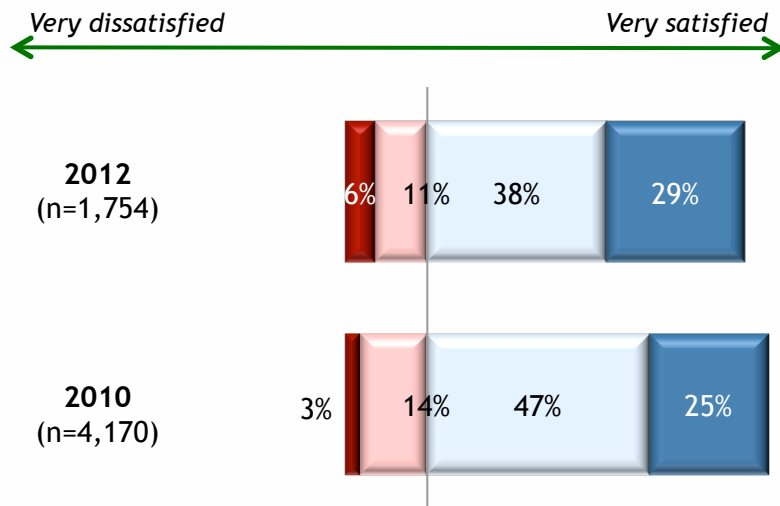
Rider Satisfaction



Overall Satisfaction

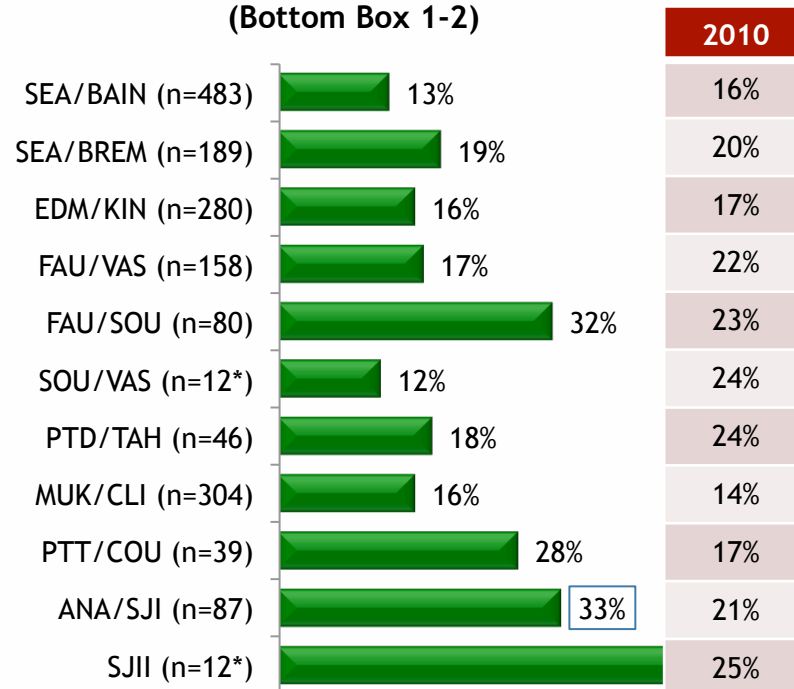
- ❖ The percentage of riders stating that they are satisfied with the service provided by WSF has decreased significantly in 2012 (67% vs. 72% 2010). However, the percentage stating they are dissatisfied has remained consistent, indicating that riders are moving to a more neutral status.

Overall Satisfaction with WSF



Only ratings of satisfaction (4-5) or dissatisfaction (1-2) are shown.
Ratings of 3 or don't know are not shown.

Overall Dissatisfaction by Route (Bottom Box 1-2)

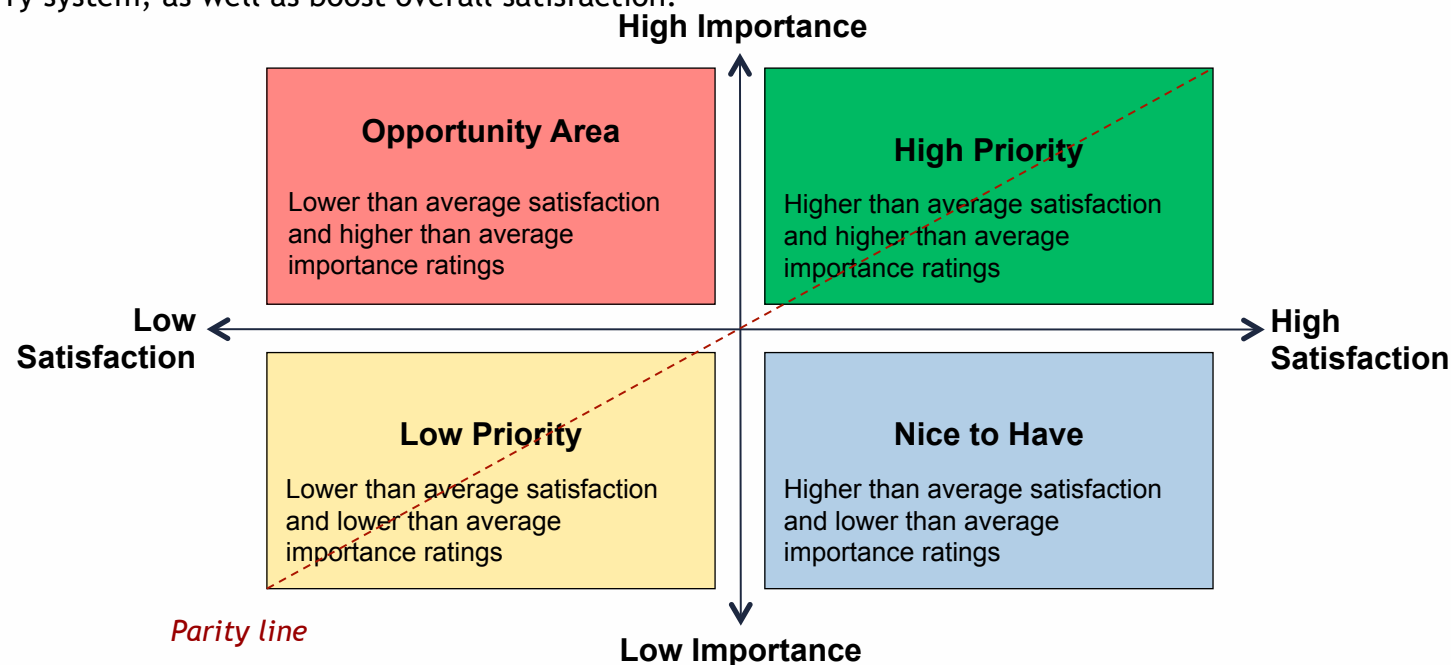


Q1 For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, January 3rd-March 27th. All things considered, how satisfied are you with the service provided by Washington State Ferries?



Gap Analysis

- ❖ The following slides present quadrant charts outlining the relative importance of each ferry attribute and the relative satisfaction of each attribute.
 - The two sample sizes shown on each chart represent the maximum and minimum number of riders rating any given attribute, due to embedded skip logic.
- ❖ Each quad chart is also overlaid with a parity line.
 - The parity line represents where importance and satisfaction is equal, and identifies the ferry attributes with the greatest disparity between satisfaction and importance.
- ❖ Attributes considered highly important, but with low satisfaction, indicate opportunity areas for improvement by WSF. Increasing awareness of these important attributes may help promote more positive impressions of the ferry system, as well as boost overall satisfaction.





Gap Analysis

- ❖ The table to the right shows the code number used in the quadrant charts on the following pages for each ferry attribute that was rated on both importance and satisfaction.

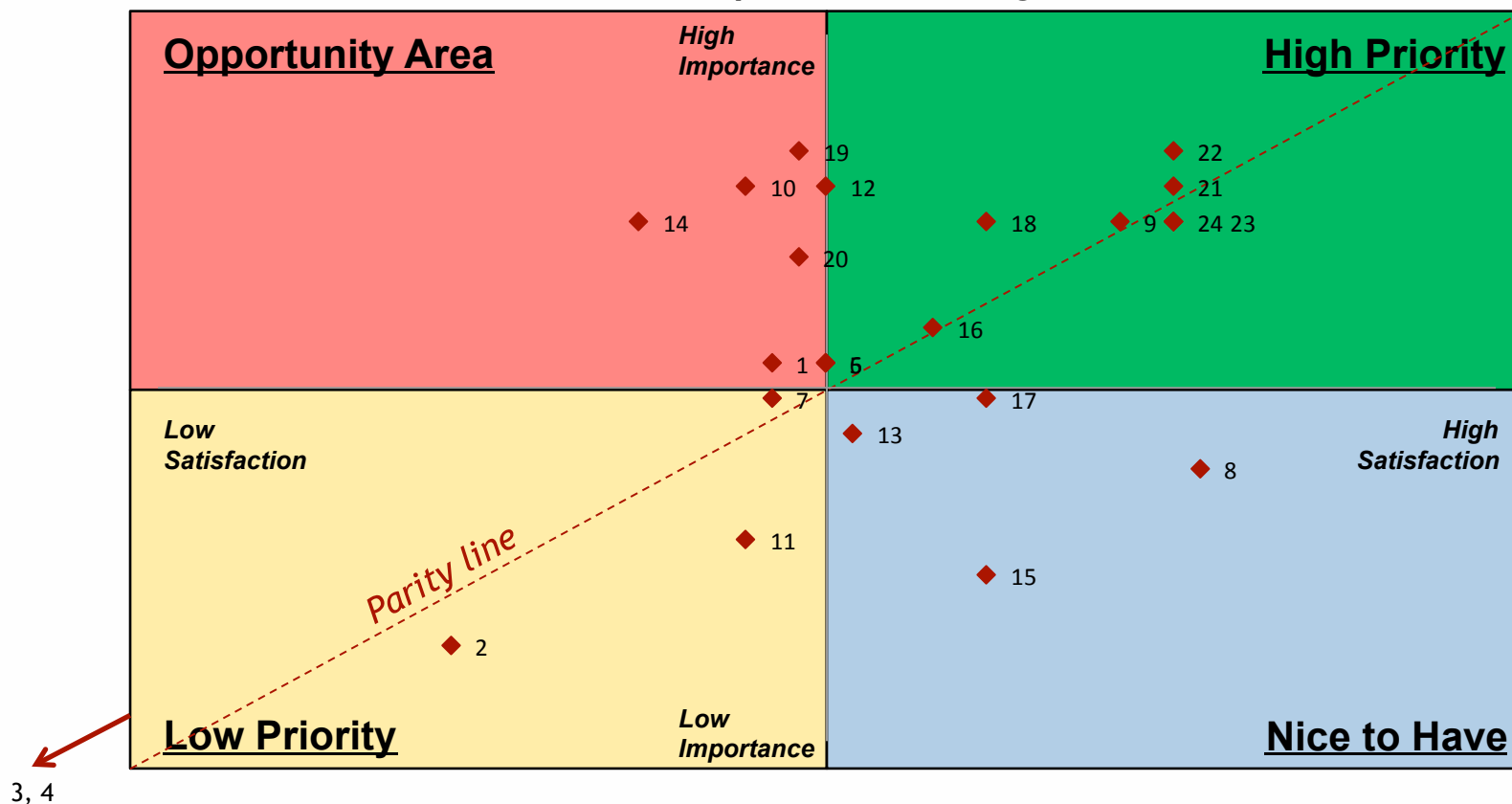
Attributes	Code
Terminals are clean and well maintained	1
Terminals are comfortable	2
Sailing schedule is adequately coordinated with transit services available at the terminal	3
Adequate parking near terminals	4
Easy loading and unloading for walk-on	5
Passenger loading procedures are efficient	6
Passenger unloading procedures are efficient	7
Toll booth staff is friendly, courteous and polite	8
Buying tickets is easy and quick	9
Efficiently processes vehicles through ticket lanes	10
Loading crew is friendly, courteous and polite	11
Loading procedures are efficient	12
Loads ferries to capacity with little room between cars	13
Loading crews provide clear directions and/or hand signals	14
Unloading crew is friendly, courteous and polite	15
Unloading procedures are efficient	16
Unloading crews provide clear directions and/or hand signals	17
Passenger seating areas are clean and comfortable	18
Bathrooms on the ferries are clean and well maintained	19
Vessels are well maintained (not rusty/dirty) and safe (not cluttered)	20
Vessel crew is friendly, courteous and polite	21
Vessel crew is helpful, competent and knowledgeable	22
On-time/dependable departures	23
On-time/dependable arrivals	24



Overall Gap Analysis

- ❖ Overall, clear directions/hand signals by the loading crews, efficiently processing through ticket lanes, and clean and well maintained bathrooms, vessels and terminals are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=726-1,691)

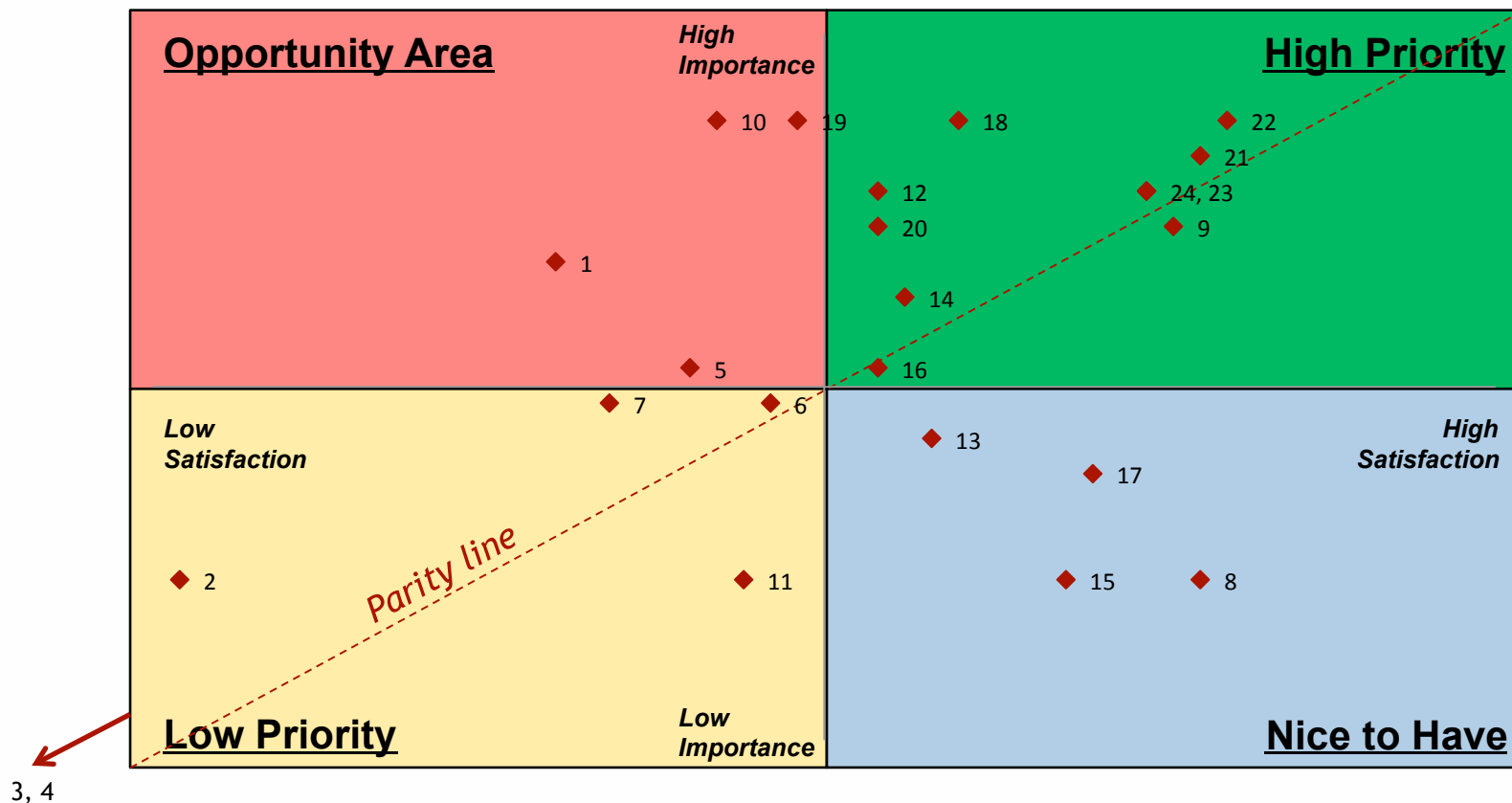




Seattle/Bainbridge Gap Analysis

- ❖ Among Seattle/Bainbridge riders, clean and maintained terminals, efficiently processing through ticket lanes and clean and maintained bathrooms are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=190-483)

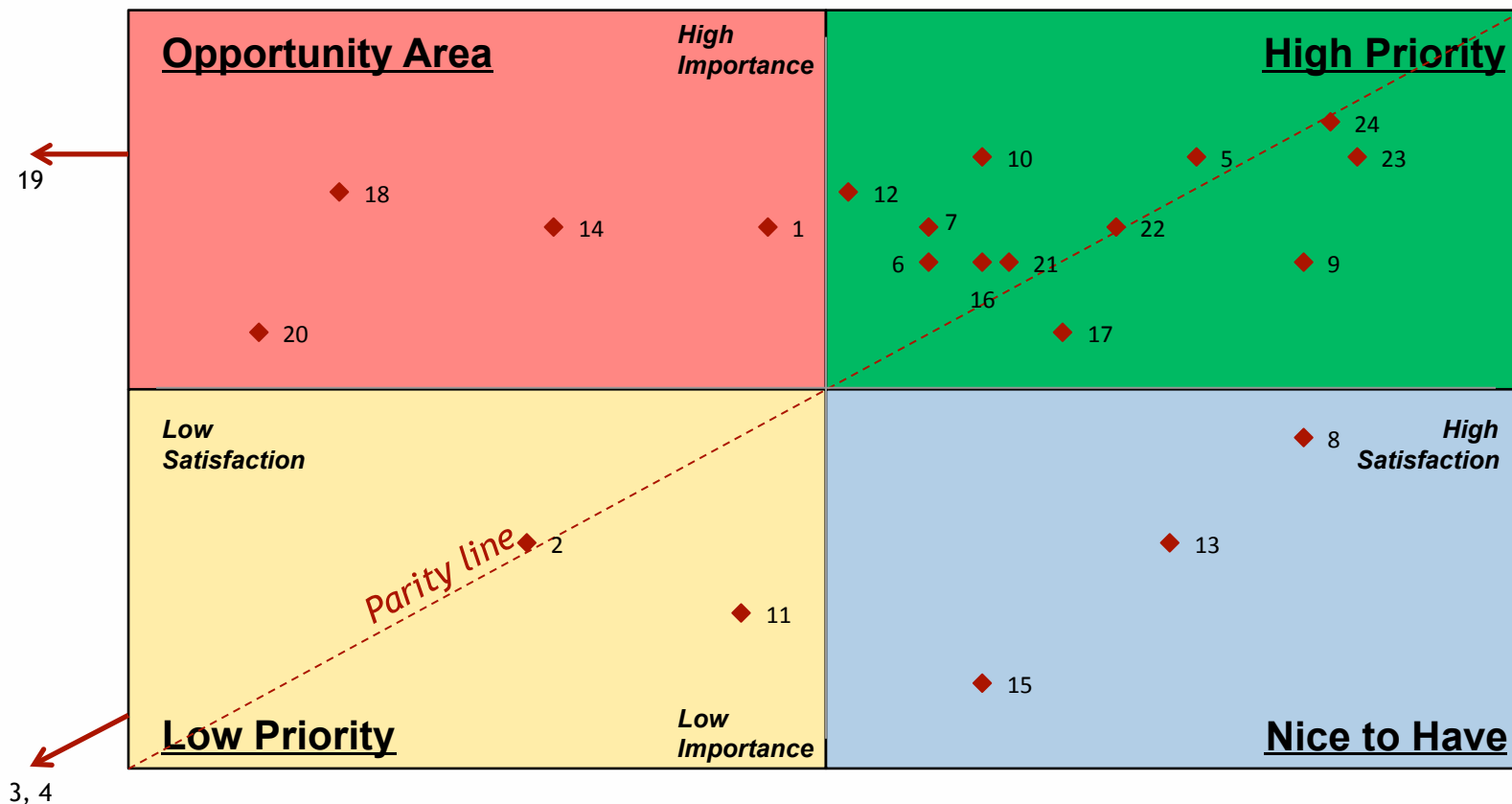




Seattle/Bremerton Gap Analysis

- ❖ Among Seattle/Bremerton riders, clean and maintained bathrooms, clean and comfortable seating areas, well maintained and safe vessels, clear directions/hand signals by the loading crews and clean and maintained terminals are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=86-189)

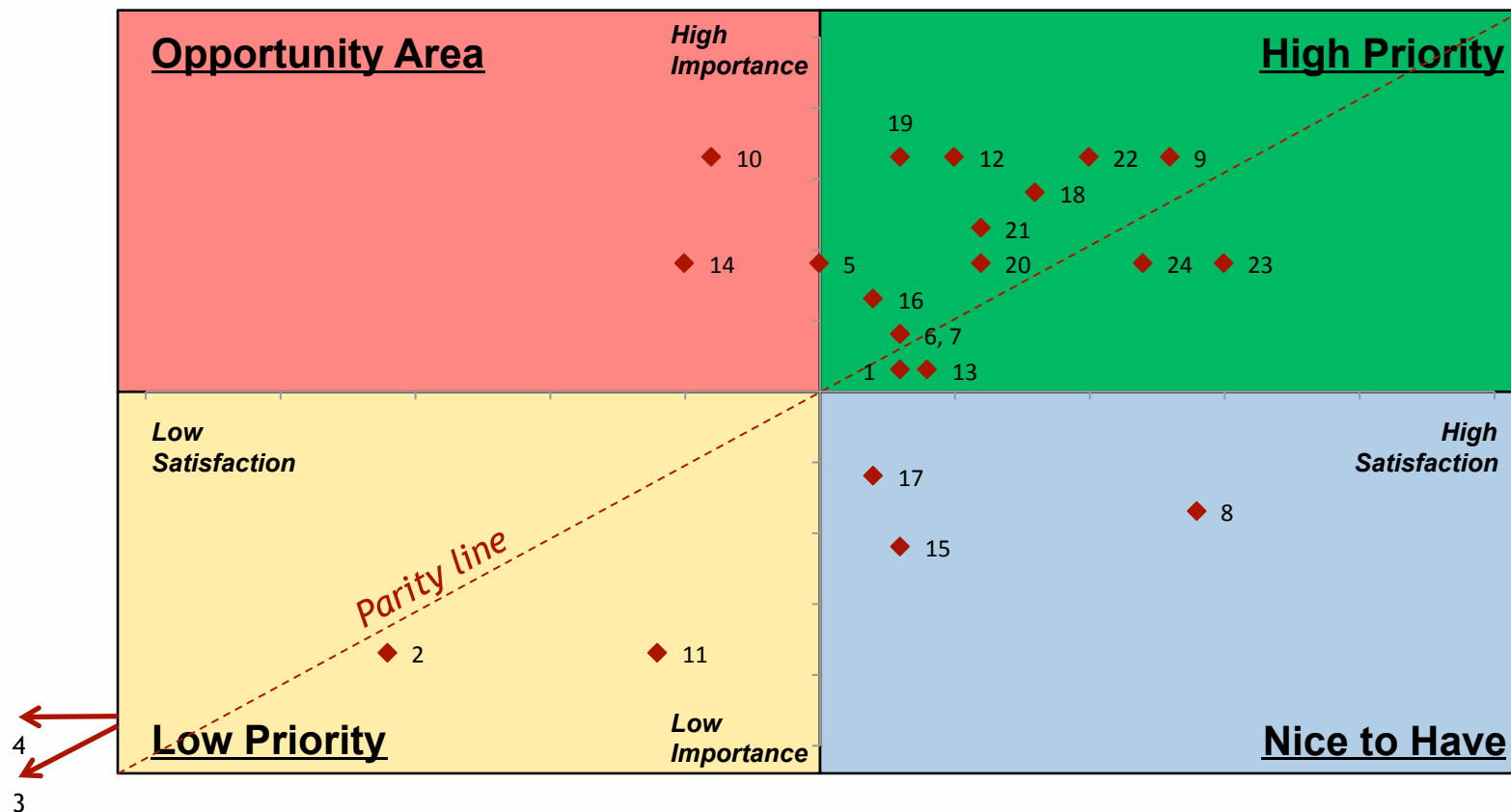




Edmonds/Kingston Gap Analysis

- ❖ Among Edmonds/Kingston riders, efficiently processing through ticket lanes and clear directions/hand signals by the loading crews are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=96-280)

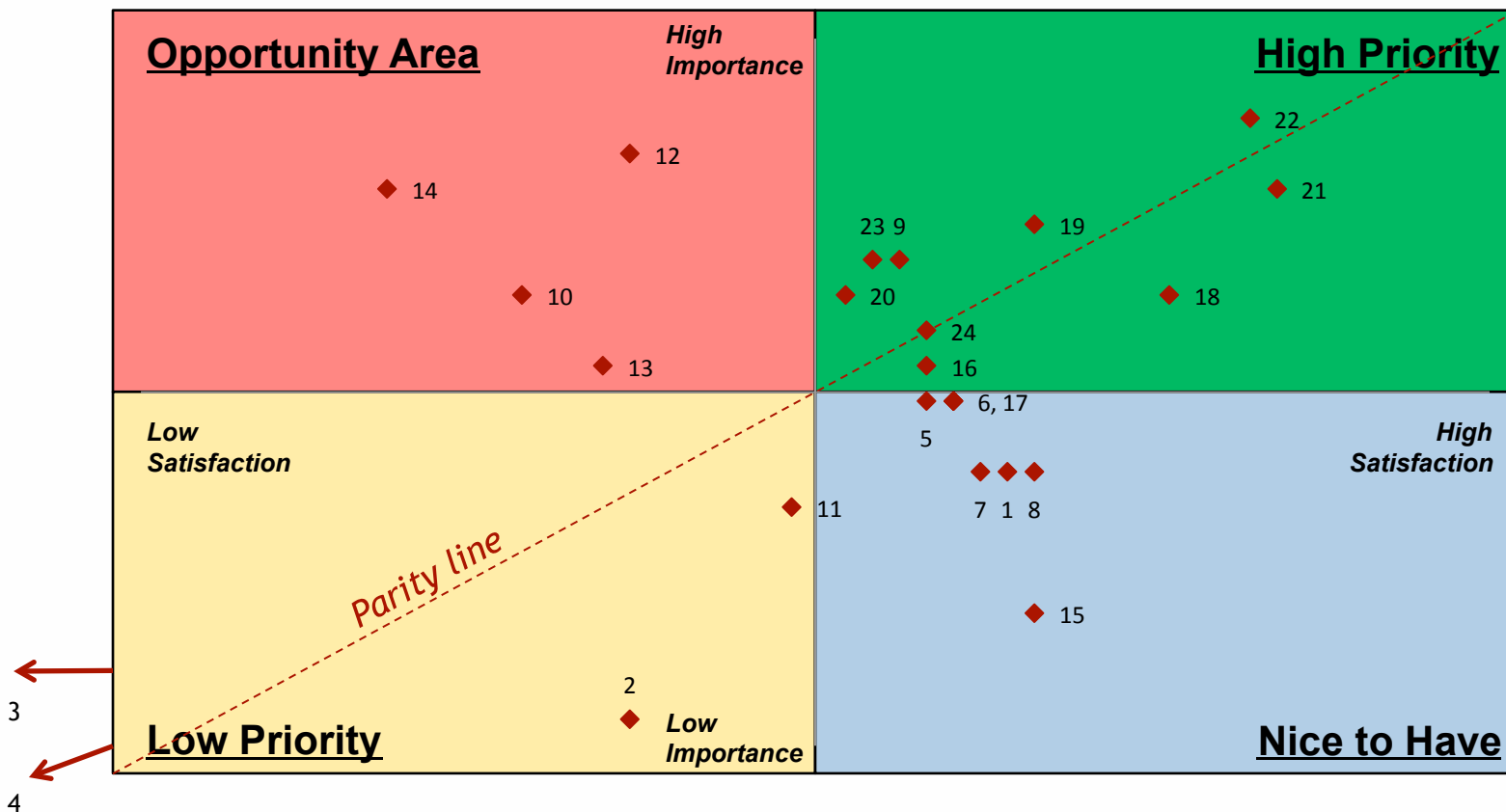




Fauntleroy/Southworth/Vashon Gap Analysis

- ❖ Among Fauntleroy/Southworth/Vashon riders, clear directions/hand signals by the loading crews, efficient loading procedures, efficiently processing through ticket lanes and loading ferries to capacity are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=134-250)

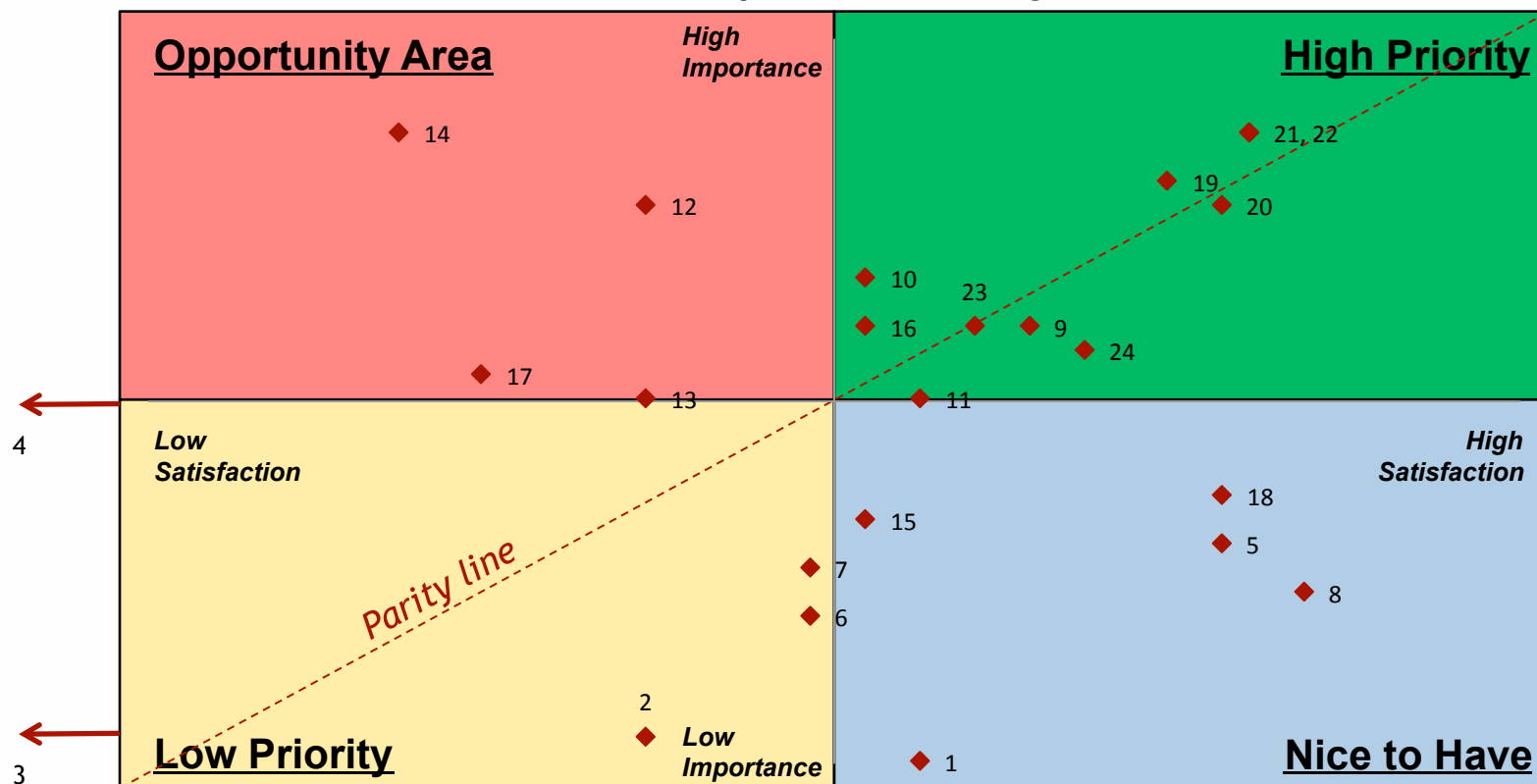




Point Defiance/Tahlequah Gap Analysis

- ❖ Among Point Defiance/Tahlequah riders, clear directions/hand signals by the loading and unloading crews and efficient loading procedures are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=21-46)

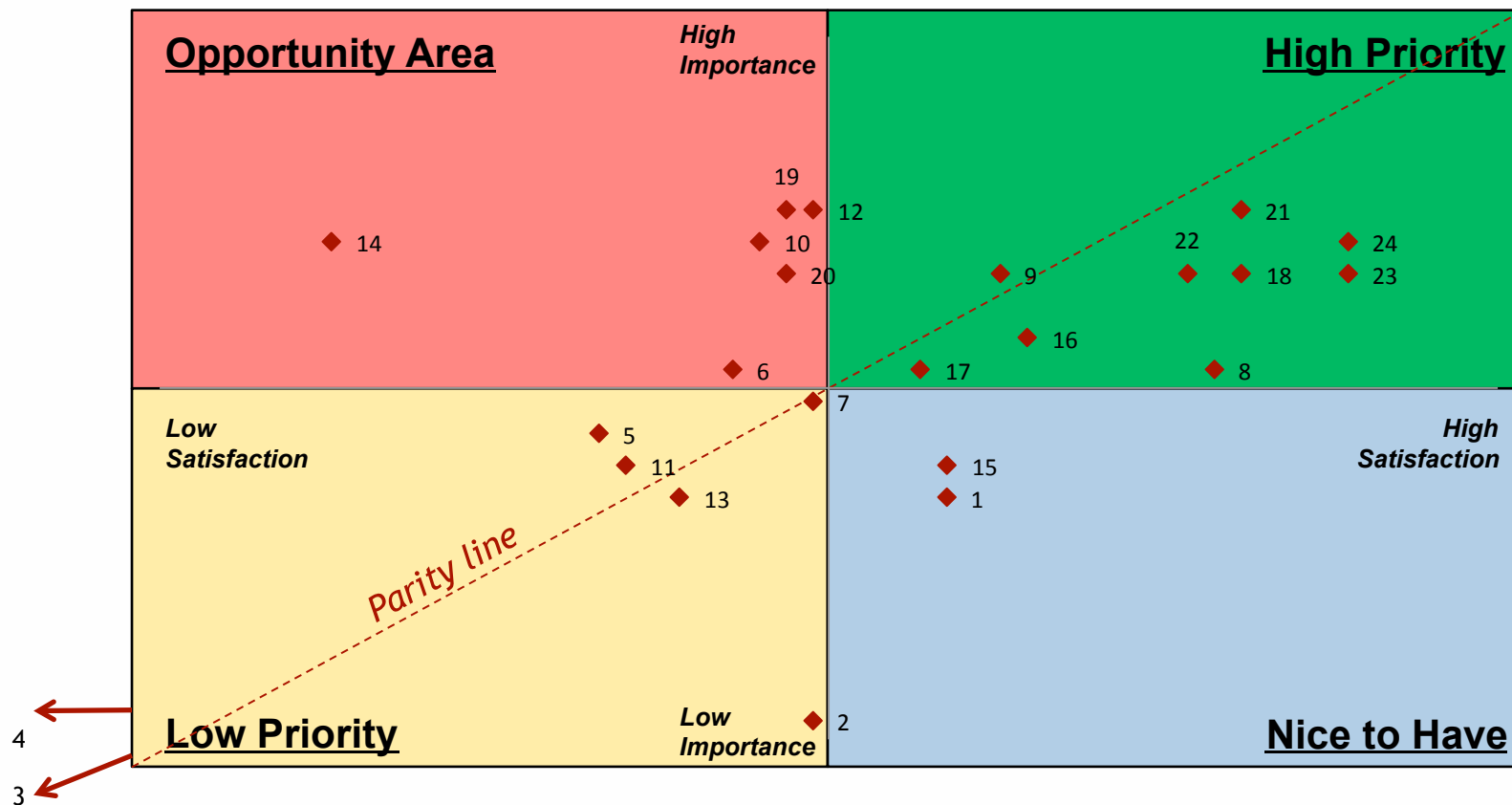




Mukilteo/Clinton Gap Analysis

- ❖ Among Mukilteo/Clinton riders, clear directions/hand signals by the loading crews, clean and maintained bathrooms, efficiently processing through ticket lanes, efficient loading procedures and well maintained vessels are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=118-304)

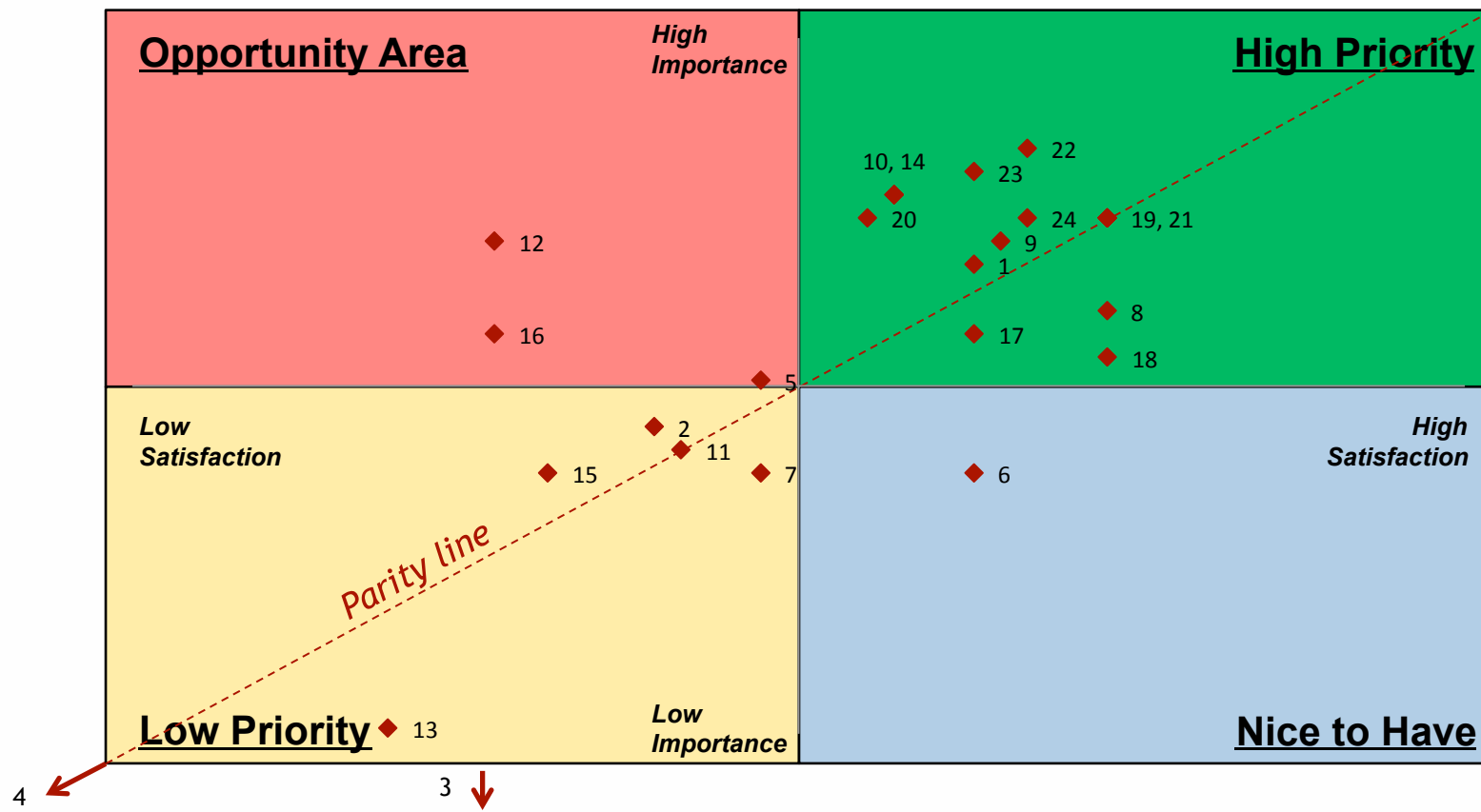




Port Townsend/Coupeville Gap Analysis

- ❖ Among Port Townsend/Coupeville riders, efficient loading and unloading procedures are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=27-39)

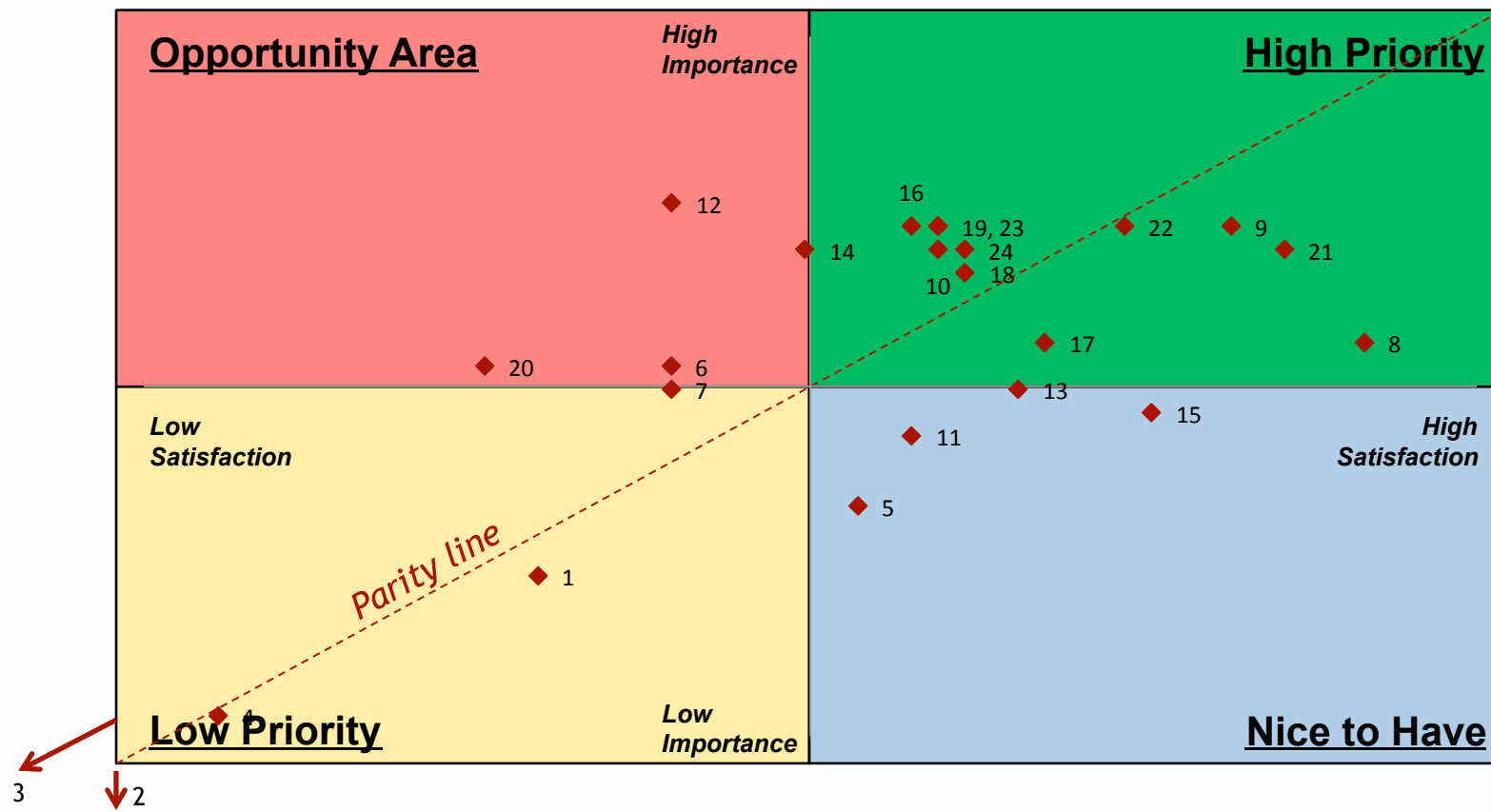




San Juan Gap Analysis

- ❖ Among San Juan riders, efficient loading procedures, well maintained vessels, clear directions/ hand signals by the loading crews and efficient passenger loading procedures are the areas of greatest opportunity to improve.

Satisfaction vs. Importance Ratings (n=54-99)





Gap Analysis Summary Overview

- ❖ The following slides present an overview of the quad chart analysis, similar to the table to the right.
 - Each quad chart consists of four quadrants:
 - Opportunity area (red)
 - High priority (green)
 - Nice to have (blue)
 - Low priority (yellow)
- ❖ To aid the legislature in the decision making process of where to focus resources, the quad charts were overlaid with the parity line.
 - The parity line represents where importance and satisfaction is equal.
 - This additional analysis identifies the ferry attributes with the greatest disparity between satisfaction and importance.
 - The numbers in the table is the distance to the parity line.
 - The darker the color, the bigger the disparity.
- ❖ The legislature should focus on the features in the opportunity area that are the darkest shade of red (i.e., greatest disparity within the opportunity area).

Code	Attributes	TOTAL
14	Loading crews provide clear directions and/or hand signals	8%
10	Efficiently processes vehicles through ticket lanes	6%
19	Bathrooms on the ferries are clean and well maintained	5%
12	Loading procedures are efficient	4%
20	Vessels are well maintained (not rusty/dirty) and safe (not cluttered)	3%
1	Terminals are clean and well maintained	2%
5	Easy loading and unloading for walk-on	1%
6	Passenger loading procedures are efficient	1%
18	Passenger seating areas are clean and comfortable	-1%
16	Unloading procedures are efficient	-2%
9	Buying tickets is easy and quick	-4%
22	Vessel crew is helpful, competent and knowledgeable	-4%
21	Vessel crew is friendly, courteous and polite	-5%
23	On-time/dependable departures	-6%
24	On-time/dependable arrivals	-6%
8	Toll booth staff is friendly, courteous and polite	-11%
15	Unloading crew is friendly, courteous and polite	-8%
17	Unloading crews provide clear directions and/or hand signals	-4%
13	Loads ferries to capacity with little room between cars	-2%
4	Adequate parking near terminals	12%
3	Schedule is adequately coordinated with transit services at terminal	6%
2	Terminals are comfortable	5%
7	Passenger unloading procedures are efficient	1%
11	Loading crew is friendly, courteous and polite	-1%



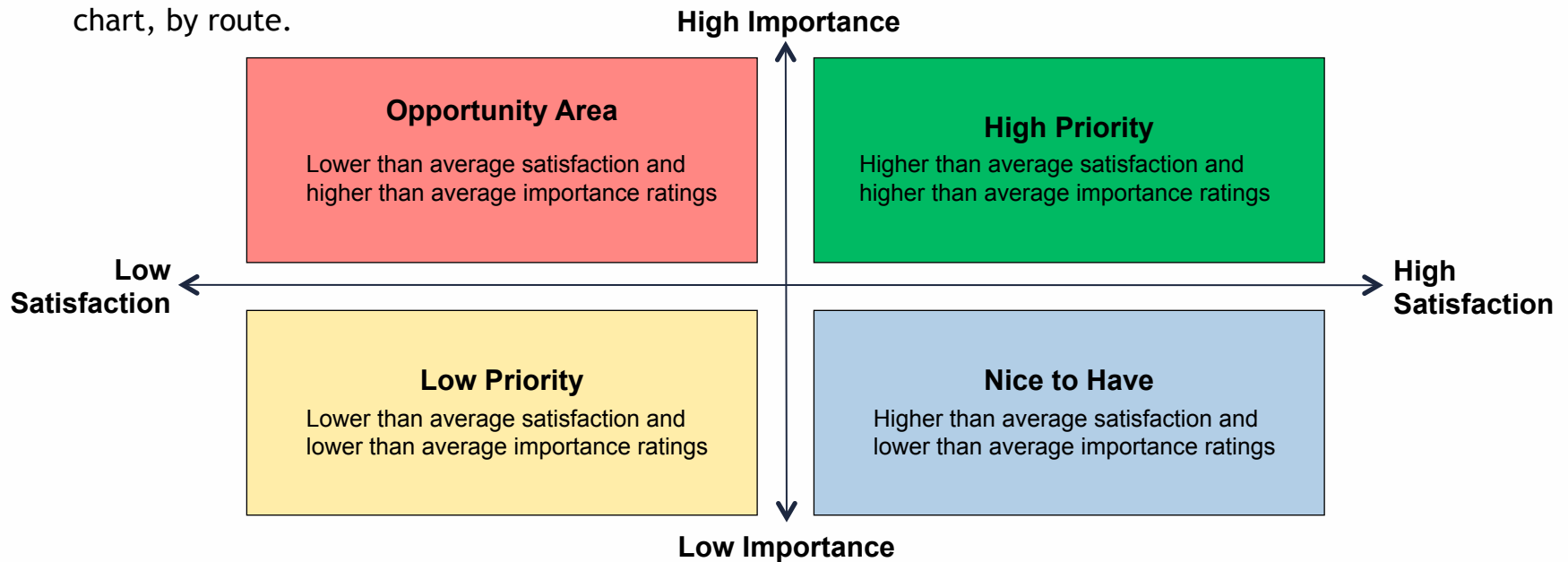
Gap Analysis Summary Overview

Code	Attributes	TOTAL	SEA/ BAIN	SEA/ BREM	EDM/ KIN	FAU/ VAS/ SOU	PTD/ TAH	MUK/ CLI	PTT/ COU	ANA/ SJI
14	Loading crews provide clear directions and/or hand signals	8%	0%	10%	6%	15%	19%	16%	3%	4%
10	Efficiently processes vehicles through ticket lanes	6%	8%	1%	8%	10%	3%	5%	3%	1%
19	Bathrooms on the ferries are clean and well maintained	5%	6%	25%	3%	-2%	-2%	5%	-3%	1%
12	Loading procedures are efficient	4%	3%	3%	1%	10%	11%	4%	12%	9%
20	Vessels are well maintained (not rusty/dirty) and safe (not cluttered)	3%	2%	16%	-2%	1%	-4%	4%	3%	9%
1	Terminals are clean and well maintained	2%	10%	5%	-2%	-7%	-13%	-6%	-1%	1%
5	Easy loading and unloading for walk-on	1%	4%	-5%	3%	-3%	-14%	5%	1%	-5%
6	Passenger loading procedures are efficient	1%	1%	0%	-1%	-4%	-6%	3%	-7%	4%
18	Passenger seating areas are clean and comfortable	-1%	2%	17%	-2%	-7%	-13%	-8%	-7%	-1%
16	Unloading procedures are efficient	-2%	-1%	-2%	0%	-2%	1%	-4%	10%	2%
9	Buying tickets is easy and quick	-4%	-6%	-10%	-4%	0%	-3%	-2%	-1%	-6%
22	Vessel crew is helpful, competent and knowledgeable	-4%	-5%	-4%	-2%	-6%	-3%	-7%	1%	-3%
21	Vessel crew is friendly, courteous and polite	-5%	-5%	-2%	-1%	-8%	-3%	-7%	-3%	-8%
23	On-time/dependable departures	-6%	-5%	-9%	-8%	1%	-1%	-11%	2%	1%
24	On-time/dependable arrivals	-6%	-5%	-8%	-6%	-2%	-5%	-10%	-1%	0%
8	Toll booth staff is friendly, courteous and polite	-11%	-14%	-14%	-12%	-7%	-18%	-10%	-6%	-13%
15	Unloading crew is friendly, courteous and polite	-8%	-10%	-10%	-5%	-10%	-4%	-5%	4%	-10%
17	Unloading crews provide clear directions and/or hand signals	-4%	-9%	-5%	-3%	-4%	10%	-2%	-3%	-5%
13	Loads ferries to capacity with little room between cars	-2%	-4%	-12%	-2%	6%	5%	2%	0%	-6%
4	Adequate parking near terminals	12%	6%	-2%	22%	12%	28%	31%	12%	6%
3	Schedule is adequately coordinated with transit services at terminal	6%	6%	4%	4%	17%	23%	0%	-23%	10%
2	Terminals are comfortable	5%	13%	5%	6%	-2%	-5%	-7%	3%	8%
7	Passenger unloading procedures are efficient	1%	5%	1%	-1%	-6%	-4%	0%	-2%	4%
11	Loading crew is friendly, courteous and polite	-1%	-2%	-2%	-1%	-2%	-2%	4%	1%	-4%



Ratings by Route & Dissatisfaction

- ❖ The following slides present an overview of each ferry attribute individually:
 - The percentage providing top ratings (4-5 on a 5-point scale) for importance and satisfaction for each of the ferry attributes, by route.
 - The percentage providing bottom ratings (1-2 on a 5-point scale) for satisfaction for each of the ferry attributes, by route.
 - Top routes and/or boats with dissatisfied riders.
 - Routes, terminals and boats may be skewed by overall traffic (i.e., routes with higher traffic may be more likely to be highlighted for dissatisfaction).
 - Verbatim responses stating specifics about what made riders dissatisfied.
- ❖ Importance and satisfaction scores are highlighted according to how the attribute rated in the quad chart, by route.





Terminals Clean and Well Maintained

- ❖ Among those who went inside a ferry terminal, Seattle/Bainbridge and Seattle/Bremerton have the highest dissatisfaction ratings for terminal cleanliness and maintenance.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1187	SEA/ BAIN n=401	SEA/ BREM n=144	EDM/ KIN n=167	FAU/ VAS/ SOU n=184	PTD/ TAH n=23*	MUK/ CLI n=176	PTT/ COU n=28*	ANA/ SJI n=64
Terminals are clean and well maintained	Imp. (4-5)	91%	93%	93%	91%	89%	71%	89%	93%	82%
	Sat. (4-5)	66%	57%	61%	74%	75%	72%	76%	88%	50%
	Dissat. (1-2)	9%	13%	11%	4%	3%	0%	5%	2%	17%

Top Unsatisfactory Terminals n=102

65%
Seattle

15%
Bainbridge

11%
Anacortes

8%
Mukilteo

7%
Bremerton

Specific Complaints n=102

- Seattle: "Tables are dirty; seats are dirty; floors are dirty."
- Seattle: "General cleanliness and upkeep. Worn out furniture. Poor design for lining up to board."
- Seattle: "Dirty bathrooms; unavailable bathrooms."
- Seattle/Bainbridge: "The waiting area in Bainbridge is cold, not very comfortable. It's amazing that with such pretty views of the water someone decided to use frosted glass that blocks all the views! The terminal in Seattle is stuffy, old and not particularly comfortable."
- Seattle/Bainbridge: "The terminals aren't very modernized, especially the Bainbridge terminal. They look old and somewhat worn/dirty which makes the overall experience less enjoyable."
- Anacortes: "The shoddy condition overall of the terminal with now a very poor transitional fix. Seating is sparse and uncomfortable. often people have to stand since there is no seating. Now the new seating is home depot garden benches, reminiscent of an airport terminal."
- Anacortes: "The terminal area is rundown and needs renovation."
- Anacortes: "Crowded, neglected seating (torn, patched, etc.)."
- Mukilteo: "Terminal is old, and restrooms are in horrible condition."
- Mukilteo/Clinton: "The bathrooms don't have soap more times than not, The walls are dirty because the caulking is soaked in the urine or dirty water from the sink."



Terminals are Comfortable

- ❖ Overall, comfort of terminals is of lower importance to those who went inside a ferry terminal; however, among this audience, Seattle/Bainbridge and Anacortes/San Juan Islands are the routes receiving the most unsatisfactory ratings.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1187	SEA/ BAIN n=401	SEA/ BREM n=144	EDM/ KIN n=167	FAU/ VAS/ SOU n=184	PTD/ TAH n=23*	MUK/ CLI n=176	PTT/ COU n=28*	ANA/ SJI n=64
The terminals are comfortable (seating, temperature, etc.)	Imp. (4-5)	83%	84%	84%	83%	82%	72%	82%	86%	75%
	Sat. (4-5)	54%	43%	52%	55%	61%	62%	71%	76%	34%
	Dissat. (1-2)	16%	23%	15%	14%	12%	7%	7%	5%	29%

Top Unsatisfactory Terminals n=192

52%
Seattle

24%
Bainbridge

11%
Fauntleroy

9%
Anacortes

8%
Kingston

Specific Complaints n=192

- **Seattle:** "Seating and general cleanliness in Seattle terminal."
- **Seattle:** "Not enough seating. The smell from Subway in the morning is not good. The floor has been in a state of disrepair since it was installed."
- **Seattle/Bainbridge:** "I would like more seating - sometimes the wait is a bit long; I wish the Bainbridge terminal was open later at night - it's cold waiting outside."
- **Seattle/Bainbridge:** "The waiting area in Bainbridge is cold, not very comfortable. It's amazing that with such pretty views of the water someone decided to use frosted glass that blocks all the views! The terminal in Seattle is stuffy, old and not particularly comfortable."
- **Fauntleroy:** "Terminal was not particularly clean, was quite cold, crowded with little seating and the staff was not very friendly or helpful."
- **Fauntleroy:** "The terminal buildings are consistently cold. And sometimes it baffles me why doors are propped open when it's cold outside. In general, Fauntleroy is noticeably colder than Vashon."
- **Anacortes:** "General cleanliness is poor, seating is inadequate, not warm enough."
- **Anacortes:** "Seats uncomfortable, covers torn, not enough seats."
- **Kingston:** "The terminal is freezing and wet rain blows into the terminal while waiting for the LAST minute before the crew will let you on."



Sailing Schedule Coordinated with Transit

- ❖ Among riders who walked on during the winter period, sailing schedule coordinated with the transit services is of lower importance; however satisfaction is also low, especially among those riding the Point Defiance/Tahlequah and Anacortes/San Juan Islands routes.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1054	SEA/ BAIN n=378	SEA/ BREM n=143	EDM/ KIN n=141	FAU/ VAS/ SOU n=148	PTD/ TAH n=25*	MUK/ CLI n=159	PTT/ COU n=17*	ANA/ SJI n=44
WSF sailing schedule is adequately coordinated with transit services available at the terminal	Imp. (4-5)	71%	73%	69%	58%	84%	76%	74%	44%	60%
	Sat. (4-5)	40%	42%	38%	33%	37%	26%	53%	70%	16%
	Dissat. (1-2)	19%	16%	15%	21%	28%	42%	13%	8%	38%

Top Unsatisfactory Terminals n=204

33%
Seattle
22%
Fauntleroy
11%
Edmonds
9%
Mukilteo
9%
Bainbridge

Specific Complaints n=204

- **Seattle:** "WSF are not in any way coordinated with transit services, busses leave as the ferry is docking or seconds afterward or arrive as the ferry is leaving; I have contacted Metro twice with no response."
- **Seattle:** "The coordination between WSF and Metro is lacking. They don't seem to look at arrival times in Seattle in conjunction with departure times of buses on or near Alaskan Way."
- **Seattle/Bainbridge:** "No coordination with bus system in Seattle."
- **Fauntleroy:** "Buses on Fauntleroy are not coordinated and the bus shelter was removed."
- **Fauntleroy/Vashon:** "Waiting, especially waiting in the rain without much shelter. Waiting at Fauntleroy for 45 minutes before the next bus comes? for 40 minutes? Irritating and ridiculous. Makes public transportation unlikely."
- **Edmonds:** "The elimination of the direct bus from the Edmonds ferry terminal to the UW has caused me to drive onto the ferry more frequently."
- **Mukilteo:** "Ferry workers do not stop cars unloading when bus is trying to leave bus stop. Workers do not wait for passengers running to catch ferry from bus."
- **Mukilteo:** "It's about the train!! The train is not available during the day. There needs to be a train into Seattle around 9 or 10 am and one returning around 3 or 4pm for all the retirees, self employed and shoppers on the island."



Adequate Parking Near Terminals

- ❖ Of those who walked on during the winter period, lack of adequate parking near terminals is a moderate problem, primarily among Mukilteo/Clinton riders.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1054	SEA/ BAIN n=378	SEA/ BREM n=143	EDM/ KIN n=141	FAU/ VAS/ SOU n=148	PTD/ TAH n=25*	MUK/ CLI n=159	PTT/ COU n=17*	ANA/ SJI n=44
WSF provides adequate parking near the terminals	Imp. (4-5)	69%	63%	52%	79%	75%	86%	83%	70%	76%
	Sat. (4-5)	30%	32%	29%	29%	35%	30%	18%	46%	38%
	Dissat. (1-2)	37%	28%	38%	40%	35%	44%	61%	42%	24%

Top Unsatisfactory Terminals n=392

32%
Seattle
22%
Mukilteo
20%
Bainbridge
14%
Fauntleroy
9%
Clinton/Edmonds

Specific Complaints n=392

- **Seattle:** "There is no parking available for the Seattle terminal."
- **Seattle:** "Used to be able to park on waterfront from 6pm-8am overnight; now parking is limited to a few spots and they are full. This has caused me to drive on much more than normal and is unbearably costly."
- **Seattle/Bainbridge:** "There is no free parking at either location. Free parking should be available with the purchase of a ticket as an incentive for leaving your car behind."
- **Seattle/Bainbridge:** "There is no parking in Seattle. The parking at Bainbridge is crowded, and too expensive."
- **Mukilteo/Clinton:** "No options in Clinton, not many in Mukilteo."
- **Mukilteo/Clinton:** "The state provides no parking on Mukilteo side and Clinton side is full if you're not there by 7:30."
- **Fauntleroy:** "Only vanpool parking and very little. The terminal gets clogged when off-loading because in addition to no parking, there is no longer a police officer directing traffic."
- **Fauntleroy/Vashon:** "No parking at Fauntleroy. Parking lot on Vashon is often full, so needed advance arrival time at terminal is difficult to plan."
- **Edmonds:** "Availability of parking in Edmonds was drastically reduced when parking near the train station was eliminated to create a bus lane. What little parking remains is extremely expensive."



Easy Loading/Unloading for Walk-on

- ❖ Again, among riders who walked on during the winter period, easy walk-on passenger loading and unloading is most problematic for riders of the Mukilteo/Clinton, Anacortes/San Juan Islands and Seattle/Bainbridge routes.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1054	SEA/ BAIN n=378	SEA/ BREM n=143	EDM/ KIN n=141	FAU/ VAS/ SOU n=148	PTD/ TAH n=25*	MUK/ CLI n=159	PTT/ COU n=17*	ANA/ SJI n=44
WSF provides easy loading and unloading for walk-on passengers	Imp. (4-5)	91%	90%	95%	94%	91%	80%	91%	88%	85%
	Sat. (4-5)	68%	62%	77%	71%	72%	83%	63%	80%	62%
	Dissat. (1-2)	13%	14%	7%	10%	13%	3%	20%	8%	15%

Top Unsatisfactory Terminals n=135

35%
Bainbridge

31%
Seattle

18%
Mukilteo

16%
Clinton

10%
Fauntleroy

Specific Complaints n=135

- **Seattle/Bainbridge:** "The two minute rule discriminates against walk-ons and should be done away with."
- **Seattle/Bainbridge:** "The crew sometimes takes their time with getting people on or off because they don't have anywhere to be (or a bus to catch). Customer service is not a concern. Ferry employees do NOT ever put the customer first."
- **Seattle/Bainbridge:** "You're like cattle being fed into a barn. The movable bridge onto the ferry brings people loading onto the ferry about three people across, causing you to stand extremely close to everyone and get bumped around."
- **Mukilteo/Clinton:** "Waiting on the dock, walking on after the cars. Obviously the Mukilteo waiting area is poor, cramped and uncomfortable....all in the face of rising commuter ferry rates. We're getting bare-bones service yet paying more for it."
- **Mukilteo/Clinton:** "No overhead loading is very inefficient."
- **Fauntleroy/Vashon:** "Loading the passengers via the car deck is a waste of time and delays the actual operation of the boats. Overhead passenger loading would improve the efficiency of the millions of dollars of equipment idling at the dock while people stroll on and off."
- **Fauntleroy:** "In order to get a passenger close to the ferry at all, you must drive against traffic onto the dock, hoping the one spot is available."



Efficient Passenger Loading Procedures

- ❖ Overall, efficient passenger loading procedures are deemed important and have mixed satisfaction ratings among walk-on riders. Routes with the most dissatisfied riders include Anacortes/San Juan Islands, Mukilteo/Clinton and Fauntleroy/Vashon/Southworth.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1054	SEA/ BAIN n=378	SEA/ BREM n=143	EDM/ KIN n=141	FAU/ VAS/ SOU n=148	PTD/ TAH n=25*	MUK/ CLI n=159	PTT/ COU n=17*	ANA/ SJI n=44
WSF passenger loading procedures are efficient	Imp. (4-5)	91%	89%	92%	92%	91%	77%	93%	84%	91%
	Sat. (4-5)	68%	65%	67%	74%	73%	68%	68%	88%	55%
	Dissat. (1-2)	10%	10%	11%	7%	12%	3%	12%	0%	20%

Top Unsatisfactory Terminals n=110

36%
Seattle
18%
Bainbridge
16%
Mukilteo
15%
Fauntleroy
11%
Clinton

Specific Complaints n=110

- **Seattle/Bainbridge:** "The terminals suck. The turnstiles in Seattle should be placed outside the queue area."
- **Seattle/Bainbridge:** "Turnstile locking is inconsistent for ORCA and other cards depending on the operator. Sometimes the ORCA reader is sensitive and other times you can't get it to read your card."
- **Seattle/Bainbridge:** "Takes a long time to get all those folks through the cattle chute. Would be great to be able to load over both walk-on ramps at the same time."
- **Mukilteo/Clinton:** "No passenger loading ramps so passengers using the car decks always slows down the route's efficiency."
- **Mukilteo/Clinton:** "Walk-on passengers enter and exit the vessels through the drive ramp which can take up a lot of time depending on number and ability of walkers."
- **Fauntleroy/Southworth:** "Often times ferry workers talk to each other rather than boarding traffic, leaving drivers to load themselves. This can be confusing. Not unusual to get 'scolded' for not following directions, yet there are none."
- **Fauntleroy:** "The passengers should only be allowed to get on the boat 2 times, at the beginning and after all cars have been loaded. Many times I watch the ferry workers keep putting on passengers instead of stopping and putting on their cars."



Efficient Passenger Unloading Procedures

- ❖ Similarly, efficient passenger unloading procedures are also important and have mixed satisfaction ratings for walk-on riders. Anacortes/San Juan Islands and Seattle/Bainbridge riders are most dissatisfied with unloading procedures.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1054	SEA/ BAIN n=378	SEA/ BREM n=143	EDM/ KIN n=141	FAU/ VAS/ SOU n=148	PTD/ TAH n=25*	MUK/ CLI n=159	PTT/ COU n=17*	ANA/ SJI n=44
WSF passenger unloading procedures are efficient	Imp. (4-5)	90%	89%	93%	92%	89%	79%	92%	84%	90%
	Sat. (4-5)	66%	59%	67%	74%	74%	68%	71%	80%	55%
	Dissat. (1-2)	12%	16%	12%	3%	11%	9%	12%	4%	20%

Top Unsatisfactory Terminals n=126

48%
Seattle

27%
Bainbridge

10%
Bremerton

6%
Point Defiance

5%
Tahlequah

Specific Complaints n=126

- **Seattle:** "It takes too long for the gangway to get setup for walk-on passengers to depart the vessel on the Seattle side. Slow moving people are typically trying to get off first and further bottleneck the departure process. Walkway getting off the boat is narrow."
- **Seattle/Bainbridge:** "Passenger gangplanks, particularly at Coleman dock take too long to get in place. Also, due to ferry and walkway design, long lines form and unloading is slow and bottlenecks at the gangplank and up the walkways."
- **Seattle/Bremerton:** "We need a 'fast' lane. Slower walkers, folks with canes, strollers, pull luggage, stay to the right. Or let them leave the ferry first - just like they load disabled folks first."
- **Point Defiance:** "Unloading is much worse than loading. Starting an entire line of cars, moving the entire line forward 1-2 spaces, and then having the entire line sit there and idle while then unloading another area - although there may occasionally be reasons for this (unusual vehicle size) is in general ridiculous. Being in the first 10% of vehicles going on and in the last 10% getting off frustrates everyone. Waiting until 6 minutes before sailing time to begin the load is silly when the opportunity to load earlier is present. This is standard practice at Pt. Defiance. Except of course for the every now and then when they decide to load 15 minutes early and everyone is away from their vehicles - assuming that they have plenty of time based on past experience. Loading and unloading is a HUGE problem. "
- **Point Defiance/Tahlequah:** "Passengers on car deck and ramp. "



Toll Booth Staff is Friendly

- ❖ For drive-on and vehicle passenger riders, friendly toll booth staff is of high importance and rates relatively high on satisfaction. Few (5%) report being dissatisfied overall.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF toll booth staff is friendly, courteous and polite	Imp. (4-5)	88%	84%	87%	87%	89%	78%	93%	91%	92%
	Sat. (4-5)	82%	81%	81%	85%	76%	86%	86%	93%	81%
	Dissat. (1-2)	5%	6%	6%	5%	7%	1%	2%	4%	5%

Top Unsatisfactory Terminals n=73

35%
Seattle

24%
Bainbridge

21%
Fauntleroy

12%
Edmonds

11%
Mukilteo

Specific Complaints n=73

- **Seattle:** "Late evening (10-11 pm) booth staff border on rude. Never smile, don't say hi, or thank you. Don't ask destination (just assume Bainbridge). Usually don't speak at all."
- **Seattle/Bainbridge:** "They do their job fine but aren't very friendly."
- **Seattle/Bainbridge:** "While I recognize that toll booth staff get grief from customers, they seem to use it as an excuse to be rude and curt to every customer. Also, they make ZERO effort to hurry when the boat is going to leave soon. They totally lack sympathy and NEVER put the customer first. They believe that they're doing passengers a favor instead of realizing that we're customers."
- **Fauntleroy:** "Caroline, a WSF dock employee is continually discourteous, unfriendly and rude. I ride in a vanpool and her behavior is usually inappropriate considering she is serving the public. I would hate to see how she handles tourists when they pose a question and are unfamiliar with the process."
- **Fauntleroy:** "One specific staff member, Carolyn, is unfriendly, curt and downright rude. Her superior attitude is very off-putting. She doesn't respond to a greeting and actually responds rudely when she does speak."
- **Edmonds:** "These attendants appear to be some of the most unhappy people on earth. As a commuter, I understand long days, I do not understand indifferent behavior."
- **Mukilteo:** "Some of your sellers are jerks (rude and more interested in carrying on conversations with the other seller (s) in adjacent booths)."



Buying Tickets is Easy & Quick

- ❖ Vehicle drive-on and passenger riders on all routes report high importance and satisfaction with the ability to easily and quickly purchase ferry tickets. Fauntleroy/Vashon/Southworth riders have the highest percentage of dissatisfied riders.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF makes buying tickets easy and quick	Imp. (4-5)	95%	94%	92%	97%	95%	89%	96%	94%	97%
	Sat. (4-5)	79%	80%	81%	84%	71%	76%	78%	89%	76%
	Dissat. (1-2)	6%	4%	2%	7%	12%	7%	6%	7%	9%

Top Unsatisfactory Terminals n=94

27%
Fauntleroy
23%
Seattle
15%
Mukilteo
14%
Bainbridge
11%
Kingston

Specific Complaints n=94

- **Fauntleroy:** "You buy your ticket from someone at the gate and then drive 5 feet to hand it to someone else; this is a waste."
- **Fauntleroy:** "When I have tried to buy tickets from the vendor inside, many times they can't figure out how a debit card works and I usually am interrupting them from reading their book."
- **Fauntleroy:** "Routing traffic from the street to/through the toll booths is terribly inefficient now that we don't have WSP directing traffic."
- **Seattle:** "Long lines, surly staff, and NO ORCA card services. If you're going to be part of the metropolitan/regional transportation system, then sell/recharge the ORCA cards like everyone else does."
- **Seattle/Bainbridge:** "You can get stuck in a line where a WSF worker is slow and you get penalized, maybe missing a boat, because of interminable waits. The automated system works well, but staff are slow as molasses sometimes."
- **Mukilteo:** "Slow processing of ticket sales means lines up hill instead of time in parking lot where there is opportunity to purchase refreshments, stretch legs, etc."
- **Mukilteo:** "Toll operators talking way too much to friends or being grumpy."
- **Kingston:** "Booths do not seem to be trained on how to process transportation incentive program vouchers, buying monthly passes can be time consuming."



Efficiently Process Vehicles

- ❖ Among drive-on and passenger riders, efficiently processing vehicles presents an opportunity for improvement, primarily among riders of the Fauntleroy/Vashon/Southworth route, where one in five riders report being dissatisfied.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF efficiently processes vehicles through ticket lanes	Imp. (4-5)	96%	97%	95%	97%	94%	91%	97%	96%	96%
	Sat. (4-5)	65%	63%	69%	67%	57%	70%	69%	85%	65%
	Dissat. (1-2)	14%	13%	13%	13%	19%	11%	13%	7%	12%

Top Unsatisfactory Terminals n=204

33%
Seattle

24%
Fauntleroy

14%
Mukilteo

14%
Kingston

13%
Bainbridge

Specific Complaints n=204

- **Seattle:** "Unoccupied ticket booth during high volume time of day."
- **Seattle:** "The lack of clear direction allows vehicles to approach from alternate directions and get on in front of cars waiting for a light. Specifically north bound on Alaskan Way. Commonly cars will take a free right into the toll booths from the north, and make it so northbound cars don't have anywhere to go. "
- **Seattle/Bainbridge:** "Where are those automated gates we paid for? What about those dedicated lanes for pre-ticketed vehicles?"
- **Fauntleroy:** "During rush hour, cars get backed up on road. Southworth cars behind Vashon cars can't get on ferries. Bigger ferries on run might help."
- **Fauntleroy:** "There should be a separate lane for drivers who already have their ticket, rather than holding the whole line while someone buys a ticket. Also, we need the state trooper back to stop traffic on Fauntleroy Way SW while vessels discharge cars."
- **Kingston:** "There are three ticket booths. One lane seems to use both booths, while the other lane uses one. This leads to an inequity in being able to board when you are close to the end of the line."
- **Kingston:** "Attendants not paying attention allowed a closed lane to board ahead of the vehicles waiting in line and thus those of us in line missed the boat after waiting for 15 minutes. This has happened three times on the Kingston side. Also the ferry crew lowered the gate three minutes before sailing time which shouldn't happen."



Loading Crews are Friendly

- ❖ Among drive-on and passenger riders, the friendliness of loading crews rates as moderately important and most riders are satisfied.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF loading crew is friendly, courteous and polite	Imp. (4-5)	86%	84%	82%	83%	88%	86%	90%	85%	88%
	Sat. (4-5)	65%	64%	60%	65%	67%	72%	64%	77%	64%
	Dissat. (1-2)	9%	8%	9%	9%	10%	8%	10%	6%	10%

Top Unsatisfactory Terminals n=134

32%
Seattle

20%
Mukilteo

19%
Bainbridge

15%
Kingston

15%
Fautleroy

Specific Complaints

N=134

- Seattle: "Grumpy loading crew; give unclear directions then yell at drivers; witnessed many times; multiple people."
- Seattle: "Some of the loading staff is simply rude to cars. I see the same ones every day, and some of them should be reassigned to a job that doesn't interact with the public."
- Seattle/Bainbridge: "Rude, unfriendly. Almost never do they protect access to the restrooms and the elevator on the upper wing."
- Seattle/Bainbridge: "Crews are very auto-centric and treat bicyclists poorly (still). They are not willing to discuss why they continue to ignore bicycle loading/unloading policies when they screw up. Or, there is always someone else to blame."
- Mukilteo: "Some of the terminal crew can be unfriendly and lack social skills."
- Mukilteo: "Snotty looks, hand gestures and comments."
- Edmonds/Kingston: "Loading crew appears to think that friendly, courteous, and polite are not part of the job. They appear bored and make little effort to hide it or to make passengers/drivers feel welcome."
- Fautleroy: "They are generally rude and belligerent. In one case on a late night sailing from Vashon they inexplicably loaded me into one wing (maybe twenty cars on the whole boat) and then yelled that I was too slow getting off the boat. I was the last car off and in no rush since they had put me in that position."



Efficient Loading Procedures

- ❖ Efficient loading procedures are rated as very important among drive-on and passenger riders; however, satisfaction is only moderate. Point Defiance/Tahlequah, Anacortes/San Juan Islands and Fauntleroy/Vashon/ Southworth riders provide the highest dissatisfied ratings.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF loading procedures are efficient	Imp. (4-5)	96%	95%	94%	97%	98%	94%	98%	94%	98%
	Sat. (4-5)	68%	69%	64%	76%	61%	62%	71%	70%	55%
	Dissat. (1-2)	11%	8%	8%	10%	16%	21%	9%	12%	18%

Top Unsatisfactory Terminals n=160

25%
Seattle

21%
Fauntleroy

17%
Bainbridge

13%
Mukilteo

13%
Kingston

Specific Complaints n=160

- **Seattle:** "They pay little attention to "first to wait, first on board," and are completely inconsistent in their practices for this."
- **Seattle/Bainbridge:** "I do not like the fact that registered van-pools get front of the line privileges. I have purposefully arrived at the terminal to be at the front of the line in order to make it to an appointment on-time. I was late because, although I was at the front the vanpool, vehicles went ahead of me and that delay was long enough for me to get stuck behind the people on 1st Ave. trying to make a right turn, but are unable to because the people coming off the boat clog up the intersection. Pedestrians crossing from the unloading ferry make it next to impossible to turn right unto First Avenue."
- **Fauntleroy:** "This pertains to the place you are directed to once on the ferry. There seems to be no rhyme or reason to where they direct the cars. And often, with the different styles of signal given by the different people directing you, those signals seem to come "late," so you are slowing down even slower to pick up the signal."
- **Fauntleroy:** "Hand signals are not always understandable, not uniform with all staff."
- **Mukilteo:** "Need to stop traffic and start and stop the loading. They need to hold the traffic and load the boat for the 5 minutes or so it takes to load."
- **Edmonds/Kingston:** "Loading takes way too long, and depends on the crew. They really should be able to load the same way every day, but they don't."



Loads Ferries to Capacity

- ❖ Among drive-on and passenger riders, those riding Port Townsend/Coupeville and Fauntleroy/Vashon/Southworth routes are most dissatisfied with the ability to load ferries to capacity.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF loads ferries to capacity with little room between cars	Imp. (4-5)	89%	88%	84%	91%	92%	86%	89%	73%	90%
	Sat. (4-5)	69%	71%	76%	75%	60%	62%	66%	66%	68%
	Dissat. (1-2)	11%	10%	4%	8%	17%	12%	13%	21%	7%

Top Unsatisfactory Terminals n=163

28%
Seattle

25%
Bainbridge

23%
Fauntleroy

19%
Mukilteo

16%
Edmonds

Specific Complaints n=163

- **Seattle:** "Cars could be loaded closer; not a huge deal."
- **Seattle/Bainbridge:** "There is lots of room between some cars, you could always fit a lot more on the ferry if people knew to pull closer to each other."
- **Seattle/Bainbridge:** "The deckhand needs to walk toward each car and wave them forward to within a foot of the car in front. I have seen a 5 foot gap between cars because the person just stopped and parked. Then the car in front moved forward and left the large gap. If the boat was loaded with direction from the deckhands, there would be at least 5 to 6 more cars per boat."
- **Fauntleroy:** "Rarely do crew members follow the loading line of cars back to control the spacing between all the cars in any specific line being loaded."
- **Fauntleroy:** "Crews often pay little attention to the space between cars until the last one or two are loading when there is an overload."
- **Mukilteo:** "I am constantly on the ferry noticing that cars were left at the terminal while there is room on the ferries for more cars. Also, the way they load the cars isn't right. First cars on should be first off, in order... but the crews jump around in who they let off."
- **Edmonds/Kingston:** "Most of the time there is no direction when one reaches the parking spot and vehicles are not instructed to pull up close to others leaving large gaps."



Clear Loading Directions

- ❖ Overall, there is room for improvement in providing clear loading directions to drive-on and passenger riders. Roughly one in five Point Defiance/Tahlequah, Seattle/Bremerton and Fauntleroy/Vashon/Southworth riders are dissatisfied.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF loading crews provide clear directions and/or hand signals	Imp. (4-5)	95%	92%	93%	94%	97%	97%	97%	96%	96%
	Sat. (4-5)	61%	70%	53%	66%	52%	53%	53%	85%	60%
	Dissat. (1-2)	15%	10%	19%	12%	18%	22%	17%	9%	17%

Top Unsatisfactory Terminals n=218

30%
Seattle

21%
Mukilteo

17%
Fauntleroy

13%
Clinton

11%
Edmonds/Bainbridge

Specific Complaints n=218

- **Seattle:** "Grumpy loading crew; give unclear directions then yell at drivers; witnessed many, many times; multiple people."
- **Seattle/Bainbridge:** "Sometimes the crew is talking to each other and not paying attention when cars are loading. With no signal from them, you don't know where to go, and if you get told too late to turn easily, they get rude."
- **Fauntleroy:** "They seem to be bored with their job and think everyone knows which lane they need. I noticed they treat travelers that are unfamiliar with procedures with disdain."
- **Mukilteo:** "Some workers give excellent directional signals and some assume you know how to proceed with a small gesture. We've experienced increased confusion between ferry workers...getting DIFFERENT directions from them as we drive onto the ferry."
- **Clinton:** "Unclear hand signals put me in opposite lane than what crew wanted. They became upset but I felt it was more them than me at fault."
- **Mukilteo/Clinton:** "Each crew person uses different signs and gestures to indicate which lane. It is dangerous. Some use limp gestures. Hand signals should be very decisive and sometimes over dramatic to be understood."
- **Edmonds:** "Hand signals aren't always clear, and deck crew isn't always courteous."



Unloading Crews are Friendly

- ❖ Similar to loading crew friendliness, drive-on and passenger riders provide the unloading crews with moderate importance ratings and the majority of riders are happy.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF unloading crew is friendly, courteous and polite	Imp. (4-5)	85%	84%	80%	86%	85%	81%	90%	84%	89%
	Sat. (4-5)	74%	76%	69%	74%	76%	70%	76%	72%	73%
	Dissat. (1-2)	4%	2%	3%	8%	2%	4%	2%	6%	5%

Top Unsatisfactory Terminals n=53

33%
Kingston

30%
Edmonds

19%
Seattle

11%
Clinton

9%
Bainbridge/
Fauntleroy/Mukilteo

Specific Complaints n=53

- Edmonds/Kingston: "They don't pay attention and some are rude."
- Edmonds/Kingston: "Poor attitudes and hand signaling. If they hate their jobs then go find one that overpays you as much, but please pretend to care?"
- Seattle: "The unloading of cars from the ferry is one of the most inefficient operations I have ever seen. The WSF crew doesn't do much at all, just sits there watching the cars getting stuck and not moving. They keep cars from making right turns off the Bainbridge ferry when there are no cars from Bremerton. When Alaskan Way is blocked, there is no one directing traffic to facilitate ferry off-loading. I don't understand why the WSF does not set up a holding area where the off-load traffic would go before getting to Alaskan Way. WSF managed to get 4 or 5 lanes of the north part of the dock for parking. Those lanes would have been used much more efficiently if they had been set up to hold cars unloading from ferries, which would lead to fewer ferry delays."
- Seattle/Bainbridge: "Don't follow 1st loaded / 1st unloaded & always wave their buddies to the front."
- Mukilteo/Clinton: "Vehicles unloading is generally contrary to loading. Sometimes if one's vehicle is loaded early (but in the outside wing lanes), the vehicles in the center 3 lanes (behind the 'exits' of the wing lanes), which are usually loaded last are off-loaded first. In the terminal holding lanes, vehicles load in the order they arrived (mostly). Since this route is part of a state highway, we shouldn't have additional delays continuing our travel by crews off-loading out of order."



Efficient Unloading Procedures

- ❖ Efficient unloading procedures are also rated as very important among drive-on and passenger riders; however satisfaction is higher than for loading. Again, Point Defiance/Tahlequah and Anacortes/San Juan Islands riders provide the highest dissatisfied ratings.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF unloading procedures are efficient	Imp. (4-5)	92%	90%	92%	93%	92%	89%	94%	90%	97%
	Sat. (4-5)	72%	69%	69%	73%	72%	70%	79%	70%	64%
	Dissat. (1-2)	9%	12%	9%	8%	8%	13%	5%	2%	13%

Top Unsatisfactory Terminals n=134

43%
Seattle

20%
Bainbridge

15%
Kingston

14%
Edmonds

12%
Fauntleroy

Specific Complaints n=134

- **Seattle:** "Colman dock final staff are not trying to aggressively manage the off-loading of vessels and are allowing the AWV construction to cause excessive backups by not forcing traffic out each of the two roadways leaving the terminal."
- **Seattle:** "Sometimes the traffic is allowed to move straight ahead out of the ferry, and that can cause problems because it can stop and delay the unloading process. On the other hand, sometimes we are forced to turn right out of the boat, what is extremely inconvenient when we want to travel north in Seattle."
- **Seattle/Bainbridge:** "They don't unload in the order of loading, the center lanes go first even though they are the last to load mid-ship to the stern."
- **Kingston:** "Unload the tunnel completely if possible. Once a row starts moving keep it moving."
- **Edmonds/Kingston:** "The boat should be unloaded as it is loaded. I was on the dock with vanpools, when we arrived in Kingston. The vanpool vehicles unloaded and I had to wait until the sides of the boat were unloaded before I was allowed to. I have seen several times the entire middle is unloaded before the sides, so the last person on, the ones who had the shortest time in line, are off-loaded first."
- **Fauntleroy:** "There should be a road crew staff directing traffic onto Fauntleroy. The double left hand turn (north bound) on to Fauntleroy is a death trap, specifically for motorcycles."



Clear Unloading Directions

- ❖ Drive-on and passenger riders rate clear unloading directions significantly higher on satisfaction than clear loading directions. Point Defiance/Tahlequah riders have the highest dissatisfied ratings.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1496	SEA/ BAIN n=409	SEA/ BREM n=136	EDM/ KIN n=264	FAU/ VAS/ SOU n=225	PTD/ TAH n=46	MUK/ CLI n=288	PTT/ COU n=36	ANA/ SJI n=91
WSF unloading crews provide clear directions and/or hand signals	Imp. (4-5)	90%	87%	90%	88%	91%	87%	93%	90%	92%
	Sat. (4-5)	74%	77%	72%	73%	73%	56%	75%	88%	69%
	Dissat. (1-2)	4%	2%	5%	5%	4%	10%	5%	6%	5%

Top Unsatisfactory Terminals n=62

28%
Seattle

21%
Edmonds

15%
Fauntleroy/Kingston/
Clinton

14%
Mukilteo

10%
Bremerton

Specific Complaints n=62

- Seattle: "Crews don't do much directing off-load traffic. They are passive and just watch traffic getting stuck."
- Seattle: "They are just standing around watching while off-loading traffic backs up."
- Seattle/Bremerton: "The staff was working as could be expected for the amount of cars they were loading and the amount of passengers they were dealing with."
- Seattle/Bremerton: "Signaling you to drive off while another worker is standing in the way."
- Edmonds/Kingston: "When you are giving random hand signals or pointing with your finger and then you get mad at the driver when no clear direction was given; this is not doing a good job."
- Edmonds/Kingston: "Direction and hand signals are near to non existent when unloading."
- Fauntleroy: "Sometimes the deck crews don't have their own signals straight between themselves, which leads to confusion with loading."
- Clinton: "Many times they will tell me to go and then suddenly they jump in front of the vehicle. One day someone will get hit if they continue this!"
- Mukilteo/Clinton: "Crews don't make eye contact, don't pay enough attention, and don't give clear signals."



Seating Areas are Clean/Comfortable

- ❖ Among those who used the vessel passenger deck area, roughly one quarter of those on the Seattle/Bremerton route report dissatisfaction with the seating areas being clean and comfortable. There are very few dissatisfied ratings on all other routes.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1574	SEA/ BAIN n=464	SEA/ BREM n=174	EDM/ KIN n=255	FAU/ VAS/ SOU n=238	PTD/ TAH n=39	MUK/ CLI n=272	PTT/ COU n=38	ANA/ SJI n=95
The ferry passenger seating areas are clean and comfortable	Imp. (4-5)	95%	97%	94%	96%	94%	82%	96%	89%	95%
	Sat. (4-5)	74%	72%	45%	79%	81%	83%	87%	93%	66%
	Dissat. (1-2)	7%	6%	23%	5%	4%	0%	2%	0%	9%

Top Unsatisfactory Ferries n=105

24%
Walla Walla

22%
Kitsap

18%
Kaleetan

16%
Hyak

15%
Wenatchee/Puyallup

Specific Complaints n=105

- Walla Walla/Wenatchee/Tacoma/Puyallup: "The booths are never clean. I ride every day and sit in the same booth. I see the same messes on the window ledge every day and dirty/sandy footprints on the seats. My boat is the 1st one out of BI so it is the crew from the night before that NEVER cleans. Yesterday there was crusty cake icing all over the seat - it's disgusting. I've even seen mice running around the booths."
- Kitsap/Kaleetan/Chelan/Hyak/Walla Walla: "Bathrooms smell and are never clean. Floors around seating areas have layers and years of dirt, even waxed in dirt! I have seen ferry staff wipe a table with a mop and leave food residue on the floor."
- Kaleetan/Kitsap/Hyak/Walla Walla: "Seats and tables are always dirty. If you're not going to clean them, then at least provide some hand sanitizer dispensers throughout the boats."
- Hyak/Kaleetan/Kitsap/Chelan: "The floors are absolutely filthy. Can't a crew do a deep clean at least once a month?"
- Wenatchee/Tacoma/Puyallup: "The passenger seating areas are filthy. There is old food stuck between the seats and there is grime on the floors, seats and window ledges. The entire ferry area where people sit is very, very dirty and I never see ferry workers cleaning!"



Bathrooms are Clean/Maintained

- ❖ Again, among those who used the vessel passenger deck area, riders on the Seattle/Bremerton route are also the most dissatisfied with the cleanliness and maintenance of on-boat bathrooms.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1574	SEA/ BAIN n=464	SEA/ BREM n=174	EDM/ KIN n=255	FAU/ VAS/ SOU n=238	PTD/ TAH n=39	MUK/ CLI n=272	PTT/ COU n=38	ANA/ SJI n=95
The bathrooms on the ferries are clean and well maintained	Imp. (4-5)	97%	97%	95%	97%	96%	95%	98%	95%	97%
	Sat. (4-5)	67%	66%	35%	74%	76%	81%	70%	93%	65%
	Dissat. (1-2)	11%	13%	23%	8%	4%	0%	8%	5%	11%

Top Unsatisfactory Terminals n=167

15%
Walla Walla/Kitsap
14%
Kaleetan
13%
Wenatchee
11%
Puyallup/Tacoma/Hyak
9%
Chelan

Specific Complaints n=167

- Walla Walla/Kitsap/Hyak: "They are generally in need of towels and toilet paper. There is always papers strewn on the floors."
- Walla Walla/Kitsap/Hyak/Chelan/Kaleetan: "Antiquated facilities... Odor is horrible and fans blow it everywhere. This is the worst part of the commute."
- Kaleetan/Kitsap/Hyak: "Toilet seats loose; stall doors fly open while using toilet; out of towels and/or soap, and or toilet paper."
- Wenatchee/Tacoma: "Smelly at times, faucets don't always work. Not clear whom to call regarding cleanup issues."
- Wenatchee/Tacoma/Puyallup: "Many of the soap dispensers do not work or are empty. For the vessels with troughs instead of urinals, there is often debris left in the trough. The facilities are cleaned regularly, but not well. They need a deep cleaning more often."
- Chelan/Hyak: "Restrooms unkempt. Everything on the vessel is rusty feels unclean. Never see anyone cleaning or doing any general maintenance."
- Kaleetan/Kitsap/Walla Walla: "The bathrooms are generally not clean and almost always smell. There is graffiti on all the stalls. Most ferries have at least one broken or damaged stall door. Just a bad place to be."



Vessels are Maintained/Safe

- ❖ Among all ferry riders, more than one in five Seattle/Bremerton and Anacortes/San Juan Island riders disagree that the vessels are maintained and safe.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1691	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS/ SOU n=250	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=99
WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered)	Imp. (4-5)	94%	94%	90%	94%	94%	94%	96%	95%	91%
	Sat. (4-5)	67%	69%	42%	77%	69%	83%	70%	84%	48%
	Dissat. (1-2)	10%	8%	27%	6%	4%	0%	8%	0%	22%

Top Unsatisfactory Terminals n=165

14%
Kitsap
12%
Kaleetan/Hyak
9%
Chelan
8%
Walla Walla
6%
Wenatchee/Sealth

Specific Complaints n=165

- Kitsap/Kaleetan: "Obvious exterior rust and dirt. Looks junky, and does not inspire trust."
- Kitsap/Kaleetan/Chelan/Hyak/Walla Walla: "Rust is visible on every surface, probably not on critical surfaces, but nonetheless visible, which means maintenance has been avoided. Overhead lamps are constantly burned out."
- Kitsap/Chelan: "The Kitsap and Chelan are rust buckets and should be scrapped."
- Kitsap/Chelan/Hyak/Sealth: "These boats are old and run-down, the Hyak was completely covered in rust till it was painted about a year ago. Furnishings are worn and dirty, restrooms generally filthy, Bremerton run always gets the scuzziest boats in the fleet."
- Kitsap/Kaleetan/Hyak/Walla Walla: "As a Navy veteran, I am stunned at the very poor material condition of the weather deck areas on all ferries. Painting, valve maintenance, and care of the equipment and surfaces which are exposed to weather and salt spray is essential for safety and proper operation of any vessel. It is much more expensive in time and money to repair these issues than it is to keep them shipshape in the first place. I know the crews are aware of these problems but the time and resources allotted are not sufficient. This is lubberly -- fix it!"
- Wenatchee/Tacoma: "Rusty, paint peeling, dirty floors, dirty restrooms."
- Sealth/Evergreen: "The overall appearance of many of the boats shows a lack of care and regular maintenance."



Vessel Crew is Friendly

- ❖ Overall, riders who had some form of interaction with the vessel crew found the vessel crews on all routes to be friendly, courteous and polite.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=726	SEA/ BAIN n=190	SEA/ BREM n=86	EDM/ KIN n=96	FAU/ VAS/ SOU n=134	PTD/ TAH n=21*	MUK/ CLI n=118	PTT/ COU n=27*	ANA/ SJI n=54
WSF vessel crew is friendly, courteous and polite	Imp. (4-5)	96%	96%	92%	95%	97%	97%	98%	95%	96%
	Sat. (4-5)	81%	81%	70%	77%	85%	84%	87%	93%	78%
	Dissat. (1-2)	6%	1%	11%	13%	4%	3%	4%	5%	8%

Top Unsatisfactory Terminals n=40

18%
Puyallup

14%
Spokane

9%
Kaleetan

7%
Cathlamet

6%
Walla Walla/Kitsap

Specific Complaints n=40

- Puyallup/Spokane/Walla Walla: "Friendly - nope, not a one. Courteous - for the most part, if you need to engage them (unless they yelled at you during loading). Polite - for the most part, if you need to engage them unless they yelled at you during loading, or are defensive (I've even had one make faces at me in a derisive manner) when you ask them why they deviated from procedure or allowed special privileges to an isolated car (priority loading/unloading is usually for themselves, not for passengers) or did not load/unload in order."
- Puyallup/Spokane: "Poor attitudes and they always have that I don't care, you're just another car to me persona."
- Puyallup/Spokane: "Much of the crew are not exactly unfriendly or impolite, rather they just exude the air that they would rather not have to deal with the public. I am not at all in favor of a private ferry system, but I don't think you would find that attitude on a privately operated passenger boat. As a passenger, you get the feeling you are intruding on the group of ferry workers."
- Kaleetan: "No one is friendly. No one smiles or greets us."
- Cathlamet/Kittitas: "Too many occurrences with rudeness. Have actually used the reporting system twice this year to write up 'over the top' experiences with rudeness and what seems like employees' dissatisfaction with the public."

Vessel Crew is Helpful

- ❖ Additionally, riders with vessel crew interaction report that the vessel crew is helpful, competent and knowledgeable.

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=726	SEA/ BAIN n=190	SEA/ BREM n=86	EDM/ KIN n=96	FAU/ VAS/ SOU n=134	PTD/ TAH n=21*	MUK/ CLI n=118	PTT/ COU n=27*	ANA/ SJI n=54
WSF vessel crew is helpful, competent and knowledgeable	Imp. (4-5)	97%	97%	93%	97%	99%	97%	96%	98%	97%
	Sat. (4-5)	81%	82%	74%	81%	84%	84%	85%	90%	72%
	Dissat. (1-2)	4%	3%	8%	10%	1%	6%	3%	7%	6%

Top Unsatisfactory Terminals n=33

25%
Walla Walla

18%
Spokane

14%
Kaleetan

11%
Cathlamet/Kitsap

8%
Puyallup/Wenatchee

Specific Complaints n=33

- Kaleetan/Kitsap/Walla Walla: "What happened to Customer Service and being friendly?????"
- Walla Walla/Spokane: "Listen, I keep saying the same things over and over because your crew, in general, exhibit these problems. Not a specific person. And while I'm on that subject, where are the name badges for these folks? They hide them in their clothing so you can't get their names and file formal complaints."
- Cathlamet: "Being told (in no uncertain terms) to get to my vehicle because we are getting close to our destination. A rude treatment for a lifetime commuter."
- Wenatchee/Tacoma/Puyallup: "This is really the same complaint as the 'friendly and courteous' one above. In general, I think the crew is competent, but helpful and knowledgeable...well not extremely."
- Wenatchee: "Missed the turnstile by a second, guy wouldn't let me on."
- Sealth/Salish/Evergreen State: "Some of these crew members have no sense of being courteous or polite. They act bored with their jobs, act tired of tourists, and drag around like they are half dead. Of course there are a few that make up for the others. I see one female crew member who is always cheerful and takes her job seriously and is always courteous and BUSY."



On-Time Departures & Arrivals

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1691	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS/ SOU n=250	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=99
WSF has on-time/dependable departures	Imp. (4-5)	95%	95%	95%	94%	95%	89%	96%	97%	97%
	Sat. (4-5)	81%	79%	83%	86%	70%	74%	91%	88%	65%
	Dissat. (1-2)	5%	4%	4%	2%	11%	10%	2%	5%	10%
WSF has on-time/dependable arrivals	Imp. (4-5)	95%	95%	96%	94%	93%	88%	97%	95%	96%
	Sat. (4-5)	81%	79%	82%	83%	72%	78%	91%	90%	66%
	Dissat. (1-2)	5%	4%	4%	2%	11%	10%	2%	5%	10%

Top Unsatisfactory Routes	
Departures n=83	Arrivals, n=84
34% Seattle/Bainbridge	32% Seattle/Bainbridge
27% Edmonds/Kingston	24% Edmonds/Kingston
26% Fauntleroy/Vashon	23% Fauntleroy/Vashon
19% Pt Defiance/Tahlequah	17% Pt Defiance/Tahlequah
15% Settle/Bremerton	17% Fauntleroy/Southworth

Specific Complaints n=73
<ul style="list-style-type: none"> • “Enforce their 2 minute loading rule more often. Insist that crew backup be at terminal for times when crew does not show up for work. Have loading begin earlier so it is done 2 minutes before departure to give the crew time to put the gate down and leave on time.” • “More consistency in loading/unloading procedures - some crews are terrific, some are not. ‘Crewing issues’ seems to be an increasing problem as well - are people not showing up for work?” • “Better maintenance of the boats so that they aren't out so often for ‘maintenance problems’; better anticipation of heavy vehicle traffic so that the schedule is realistic.” • “Do not have ‘crewing issues’ on mornings: everybody knows it means someone could not get out of bed (hangover, lazy?).” • “I guess it is mostly capacity issues, but I think sometimes mechanical issues may cause delays too.”



WSF Website

- ❖ Roughly three fourths (73%) of riders have used the WSF website during the winter period, and the majority are satisfied with their experience.

Used the WSF Website During Winter Period	TOTAL n=1754	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS/ SOU n=250	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=99
	73%	72%	78%	67%	80%	80%	73%	91%	83%

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=1284	SEA/ BAIN n=350	SEA/ BREM n=148	EDM/ KIN n=187	FAU/ VAS/ SOU n=200	PTD/ TAH n=37	MUK/ CLI n=221	PTT/ COU n=35	ANA/ SJI n=83
WSF website experience	Sat. (4-5)	85%	81%	88%	87%	85%	75%	86%	96%	86%
	Dissat. (1-2)	5%	6%	3%	4%	6%	6%	4%	2%	4%

Specific Complaints n=33

- "The service bulletins are not updated for unexpected delays often enough."
- "Website was rather disorganized - it was hard to determine where to go to get info needed."
- "Except for finding schedules, the website is challenging to navigate. I have difficulty finding most things I look for there."
- "No idea as to car length for ticket purchase. Site stresses priority load yet it was not a priority in reality for my wife who had numerous cancer treatments. Alerts do not happen in real time."
- "Used to be much easier to find schedules. Now, not so much. I find that I use the WSF iPhone app because it's so much simpler than the web site."
- "Not simple to shortcut to specific route schedules and service status reports. I don't want to browse the whole site."



WSF Telephone Support

- ❖ Less than one in ten (8%) ferry riders called the WSF by phone during the winter period; however, among those who did, satisfaction is low.

Used the WSF Telephone Support During Winter Period	TOTAL n=1754	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS/ SOU n=250	PTD/ TAH n=46	MUK/ CLI n=304	PTT/ COU n=39	ANA/ SJI n=99
	8%	8%	6%	4%	11%	10%	8%	14%	12%

Ratings on a 5-pt Scale (1=low; 5=high)		TOTAL n=138	SEA/ BAIN n=40	SEA/ BREM n=12*	EDM/ KIN n=12*	FAU/ VAS/ SOU n=28*	PTD/ TAH n=5*	MUK/ CLI n=23*	PTT/ COU n=5*	ANA/ SJI n=12*
WSF telephone support experience	Sat. (4-5)	18%	17%	0%	48%	24%	0%	14%	12%	12%
	Dissat. (1-2)	74%	79%	80%	44%	68%	100%	74%	75%	83%

Specific Complaints n=33

- “After hours. closed. how are you supposed to change a reservation when you can't get hold of anyone????!”
- “Does not provide actual wait times at ferry docks. You are on hold long periods of time if you need to talk to anyone.”
- “Called to ask about Coleman dock exit traffic management. Was basically told systems are working fine and there was nothing that could be done to improve.”
- “The voice prompts seem to be longwinded/not efficient”
- “Could not get the phone answered.”
- “Long time on hold.”



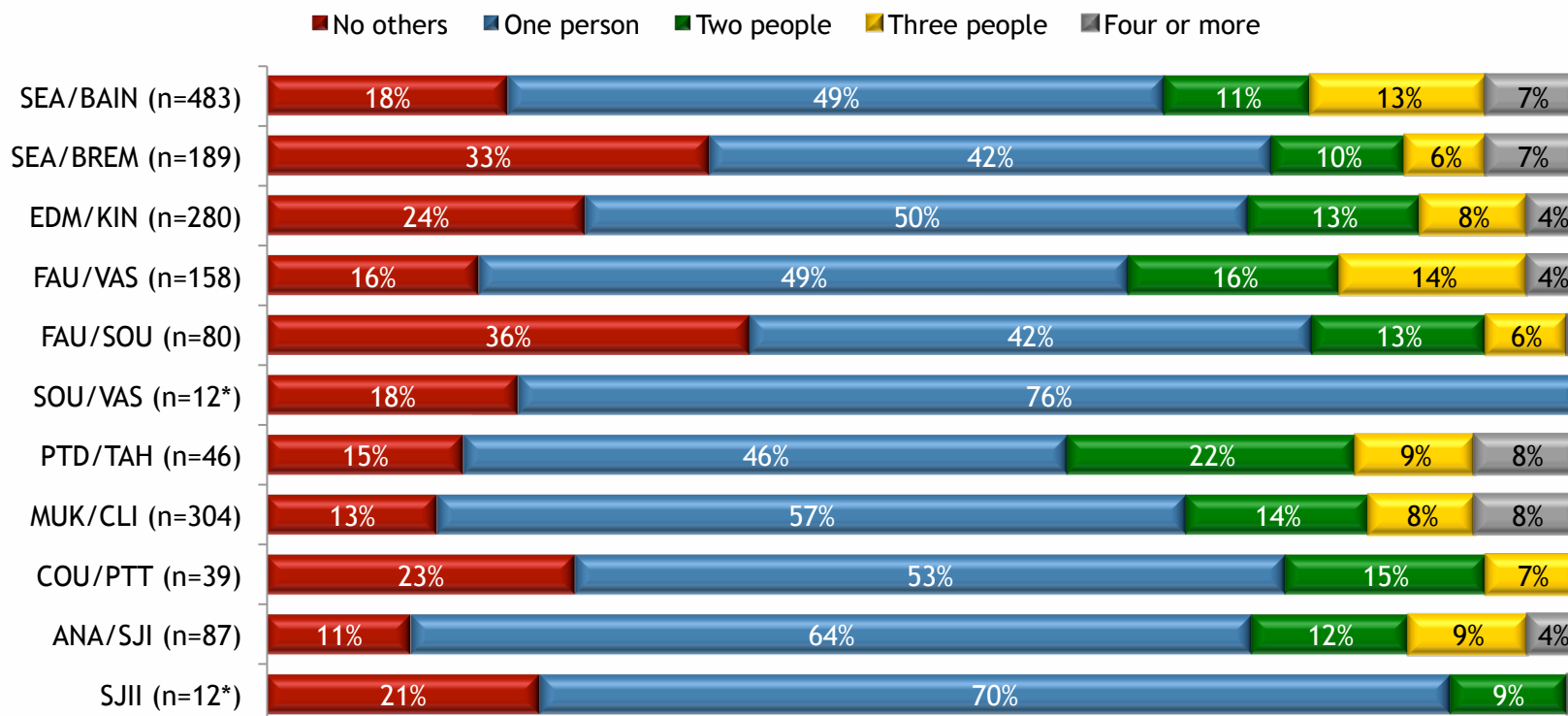
Ferry Usage



Household Composition

- ❖ For the majority of respondents, one other household member travelled on the ferries during the Winter period.

Family Members Riding WSF



* Caution: Small sample sizes

Q49 Other than yourself, how many other members in your household traveled on the ferries during the Winter (January-March 2012) period?



Household Ferry Travel

- ❖ Other household members riding the ferries tend to take between 4-9 round trips per month, and primarily board as either a **vehicle driver or passenger**.

Household Make-up	Respondent n=1691	Household Member 1 n=1341	Household Member 2 n=483	Household Member 3 n=264
Average Age	57	55	28	21
Average Round Trips per Month	15	9	6	5
Average % per Purpose	68% Commuting 18% Recreational/Social 14% Other Purpose	50% Commuting 28% Recreational/Social 22% Other Purpose	33% Commuting 45% Recreational/Social 22% Other Purpose	18% Commuting 59% Recreational/Social 24% Other Purpose
Average % Per Boarding Method	36% Walk-on 54% Drive-on 9% Passenger	32% Walk-on 51% Drive-on 17% Passenger	28% Walk-on 43% Drive-on 29% Passenger	22% Walk-on 31% Drive-on 49% Passenger

Q50A How old are each of the household members?

Q50B How many round trips (two one-way trips = one round trip) per month does each household member take, on average, during the Winter (Jan-Mar 2012) period?

Q50C How many of those round trips were for the purpose of commuting (getting to and from work/school), how many were for the primary purpose of recreational/social (seeing friends/going to events, etc.) and how many were for other purposes (shopping, medical appointments, etc.)?

Q50D During the Winter (Jan-Mar 2012) period, how many of their ferry trips are walk-on, drive-on, or passenger?



Household Boarding Method

- ❖ Ridership by other household members is reported to be steady compared to last year.
- ❖ Among other household riders, **single ride tickets** tend to be the most common ticket type used.

Household Make-up	Respondent n=1691	Household Member 1 n=1341	Household Member 2 n=483	Household Member 3 n=264
Primary Boarding Methods	44% Vehicle driver 23% Passenger 25% Walk on	46% Vehicle driver 28% Passenger 21% Walk on	22% Vehicle driver 51% Passenger 24% Walk on	12% Vehicle driver 62% Passenger 22% Walk on
Primary Ticket Type	43% Multi ride ticket 21% Single ride ticket	39% Multi ride ticket 35% Single ride ticket	37% Multi ride ticket 45% Single ride ticket	37% Multi ride ticket 46% Single ride ticket
Ferry Travel Compared to a Year Ago	11% Riding More 72% Riding Same 16% Riding Less	9% Riding More 72% Riding Same 14% Riding Less	13% Riding More 68% Riding Same 16% Riding Less	12% Riding More 71% Riding Same 11% Riding Less

Q50E How did they typically board the ferry during the Winter (Jan-Mar 2012) period?

Q50F How did they typically pay for their fare, during the Winter (Jan-Mar 2012) period?

Q50G Are they generally traveling more, less or the same as last winter (Jan-Mar 2011)?

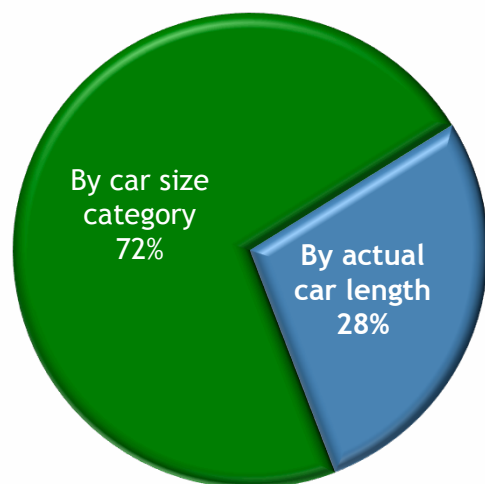


Fare Structure by Car Size

- ❖ The vast majority (72%) prefer the current vehicle fare structure based on **car size category**.
- ❖ Just less than half (46%) say a fare structure including a 30% discount for vehicles under 14' would have at least some influence on their next vehicle purchase.

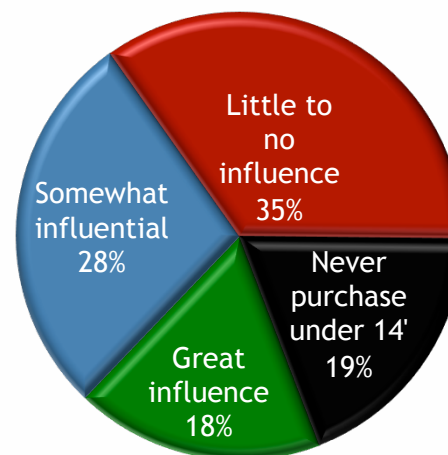
Vehicle Fare Preference

(n=1,754)



Fare Impact on Vehicle Purchase Decision

(n=1,754)



- Q51 Now we have some questions for you about possible changes to the WSF fare structure. Would you prefer paying the vehicle fare using the current car size categories (i.e., car under 14", car 14-22', etc.) or pay by the foot (i.e., actual car length based upon a per foot charge)?
- Q52 If in the future vehicles under 14 feet may get a 30% discount off of the regular vehicle fare, how much of an influence, if at all, would a 30% discount be on your decision to purchase a small car under 14 feet?



Fare Structure by Car Size

- ❖ Those on the Fauntleroy/Southworth route tend to be more supportive of a fare structure based on **car size category** rather than actual car length.
- ❖ A discount for vehicles under 14' would have the greatest affect on new vehicle purchases among those on the Seattle/Bremerton and Mukilteo/Clinton routes.

Fare Structure by Car Size	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	COU/ PTT n=39	ANA/ SJI n=87	SJII n=12*
By car size category	69%	76%	75%	66%	81%	59%	73%	75%	71%	68%	61%
By the foot for actual car length	31%	24%	25%	34%	19%	41%	27%	25%	29%	32%	39%

Impact of Fare Structure by Car Size	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	COU/ PTT n=39	ANA/ SJI n=87	SJII n=12*
Great influence in my purchase decision	17%	23%	13%	21%	16%	24%	12%	23%	23%	15%	17%
Somewhat influential in my purchase decision	28%	21%	27%	37%	33%	29%	38%	24%	33%	29%	33%
Little to no influence on my purchase decision	38%	36%	39%	31%	26%	19%	29%	34%	25%	33%	27%
I would never purchase a vehicle less than 14'	17%	21%	21%	11%	25%	29%	21%	19%	19%	24%	24%

* Caution: Small sample sizes

- Q51 Now we have some questions for you about possible changes to the WSF fare structure. Would you prefer paying the vehicle fare using the current car size categories (i.e., car under 14", car 14-22', etc.) or pay by the foot (i.e., actual car length based upon a per foot charge)?
- Q52 If in the future vehicles under 14 feet may get a 30% discount off of the regular vehicle fare, how much of an influence, if at all, would a 30% discount be on your decision to purchase a small car under 14 feet?

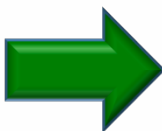
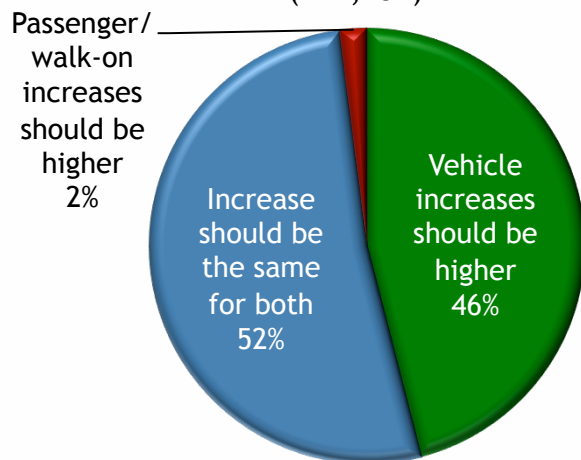


Vehicle vs. Passenger Fare Increases

- ❖ Riders are split on the approach to increase vehicle fares at a higher rate than passenger/walk on rates; more than half (52%) say **fare increases should be the same for both groups**.
 - Not surprisingly, riders who always or primarily walk on are more likely to agree that the vehicle/driver fare increase should be higher than passenger/walk-on fare increase, and those who always or primarily drive on feel that the increase should be the same for both.
- ❖ Of those saying vehicle fare percentage increases should be greater, most believe passenger fares should grow between $\frac{1}{4}$ (44%) and $\frac{1}{2}$ (33%) of the vehicle/driver fare.

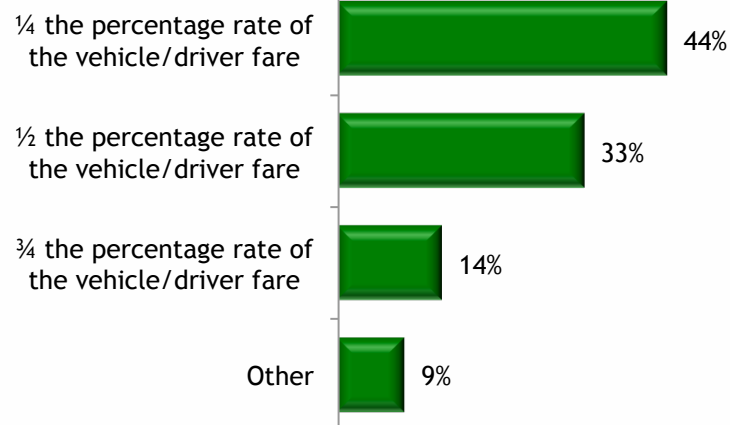
Greater Fare Increases for Vehicles

(n=1,754)



Rate of Passenger/Walk-on Fare

(n=798)



Q53 To encourage more walk-on usage of the ferries, how would you feel about any fare percentage increases being greater for vehicles than for passengers/walk-ons?

Q54 At which of these rates should the passenger/walk-on fare grow: compared to the vehicle/driver fare percentage?



Transit Connections

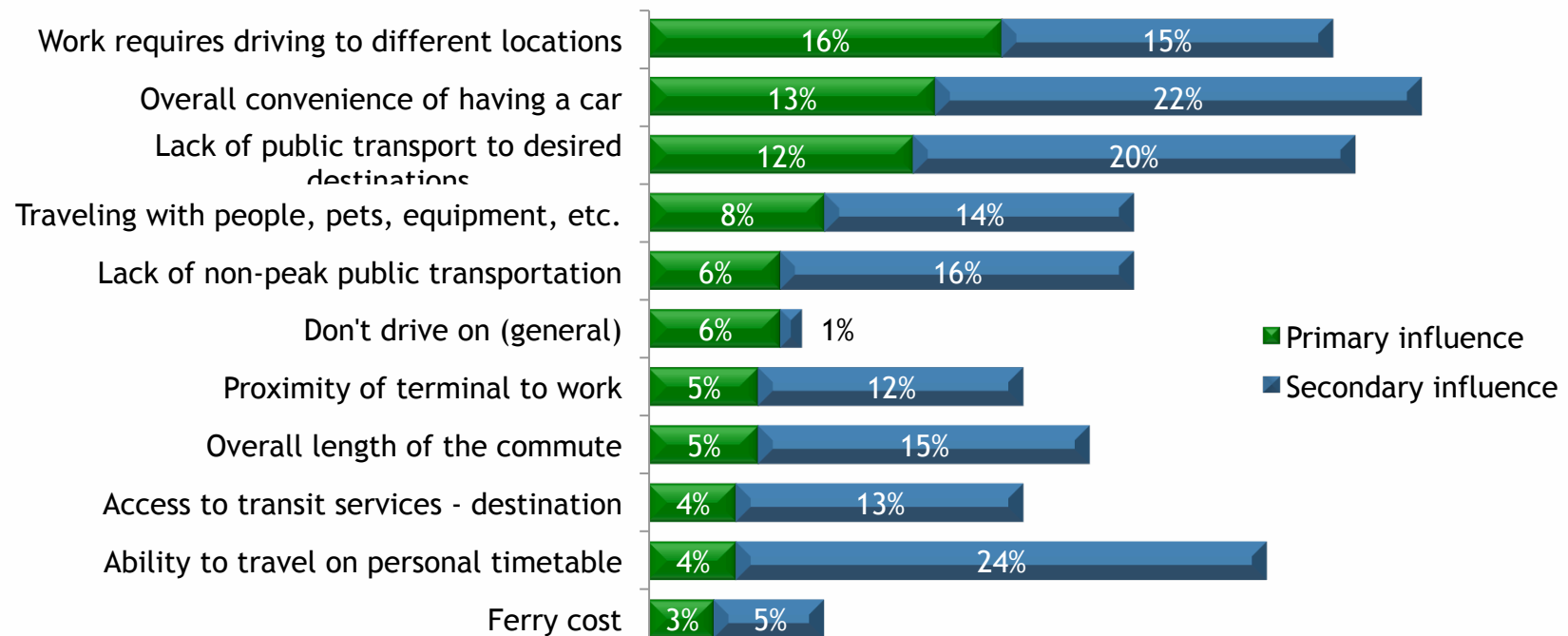


Factors Impacting Drive-On

- ❖ Work requirements, convenience and lack of public transportation rank as the top primary reasons for driving on rather than walking on for commuting purposes.
 - The ability to travel on one's own timetable is also a significant secondary factor in the drive on decision.

Top Commuting Drive-On Influences

Among Commuters
(n=912)



Q55 For commuting purposes, which single factor most affects your decision to drive-on instead of walking on the ferry?

Q55B For commuting purposes, which other factors affect your decision to drive-on instead of walking on the ferry?



Factors Impacting Drive-On

Top Commuting Drive-On Influences Among Commuters	SEA/ BAIN n=307	SEA/ BREM n=112	EDM/ KIN n=125	FAU/ VAS n=97	FAU/ SOU n=58	SOU/ VAS n=10*	PTD/ TAH n=19*	MUK/ CLI n=134	COU/ PTT n=15*	ANA/ SJI n=23*	SJII n=7*
	% Primary or Secondary Factor										
Overall convenience of having a car	32%	29%	35%	41%	29%	42%	33%	39%	48%	48%	19%
Lack public transportation to desired destinations	28%	16%	41%	34%	41%	56%	40%	37%	52%	29%	20%
Work requires driving to different locations	27%	29%	28%	30%	22%	70%	33%	31%	66%	46%	54%
Ability to travel on personal timetable	23%	27%	28%	38%	31%	14%	18%	37%	18%	26%	3%
Traveling with people, pets, equipment, etc.	24%	24%	19%	29%	10%	23%	22%	20%	38%	24%	26%
Lack public transportation outside of peak travel times	15%	11%	31%	36%	25%	15%	15%	30%	9%	11%	--
Overall length of commute	17%	12%	23%	27%	23%	14%	25%	25%	9%	17%	1%
Proximity of the ferry terminal to your work	16%	9%	21%	19%	32%	--	7%	16%	27%	19%	51%
Access to transit services on the destination side	14%	13%	27%	19%	19%	21%	16%	19%	5%	18%	7%
Overall cost of travel	14%	8%	7%	5%	15%	--	12%	9%	5%	5%	2%
Ferry cost	11%	10%	9%	9%	5%	--	4%	6%	--	5%	3%

* Caution: Small sample sizes

Q55 For commuting purposes, which single factor most affects your decision to drive-on instead of walking on the ferry?

Q55B For commuting purposes, which other factors affect your decision to drive-on instead of walking on the ferry?

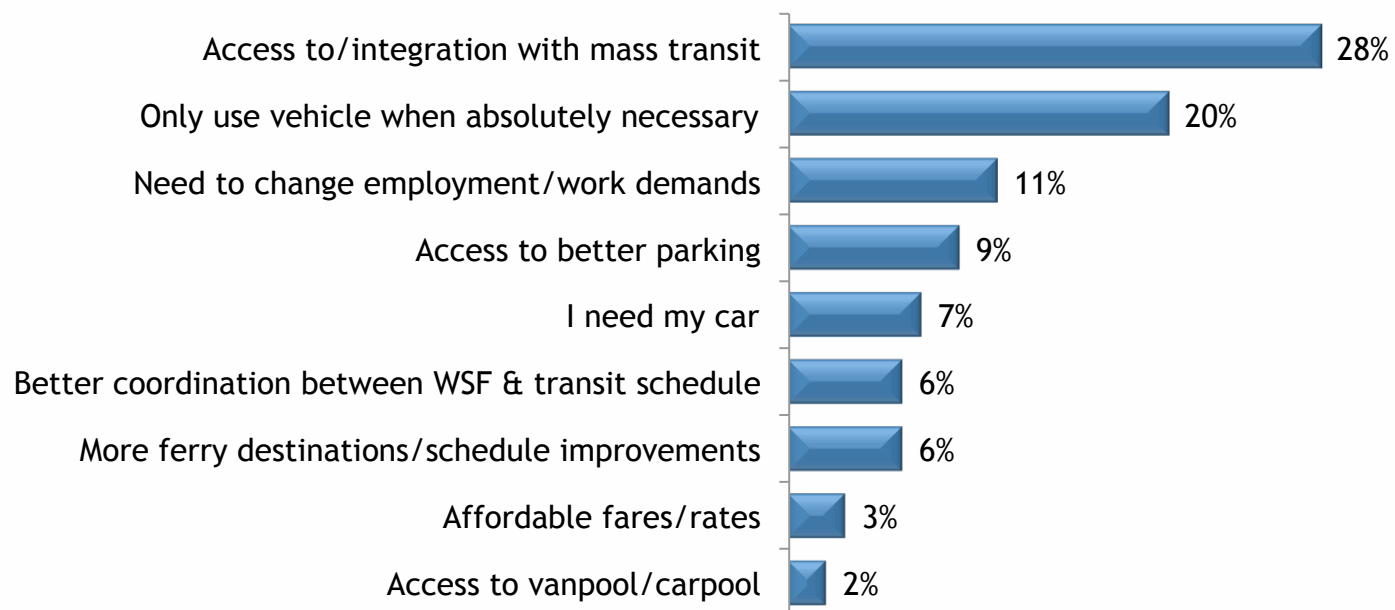


Ways to Increase Walk-On

- ❖ Among commuters, **access to, or integration with, mass transit (28%)** is the main change that could influence riders to drive on less and walk on more for commuting trips.
 - One in five (20%) say they always walk on, using their vehicle only when absolutely necessary.

Changes to Influence More Walk-On Commuting

Among Commuters
(n=912)



Q56 What would have to happen for you to drive on less and walk on the ferry more for all or some of your commuting trips?



Ways to Increase Walk-On

- ❖ Among commuters, riders on the Mukilteo/Clinton route are significantly more likely to say **access to better parking** would cause them to drive on less and walk on more for commuting.
- ❖ Seattle/Bainbridge and Seattle/Bremerton riders are most likely to say they always walk on, using their vehicles only when necessary.

Changes to Influence More Walk-On Commuting Among Commuters	SEA/ BAIN n=307	SEA/ BREM n=112	EDM/ KIN n=125	FAU/ VAS n=97	FAU/ SOU n=58	SOU/ VAS n=10*	PTD/ TAH n=19*	MUK/ CLI n=134	COU/ PTT n=15*	ANA/ SJI n=23*	SJII n=7*
Only use vehicle when absolutely necessary	32%	40%	8%	9%	6%	23%	11%	8%	7%	15%	1%
Access to/integration with mass transit	24%	17%	31%	35%	26%	49%	34%	39%	23%	27%	38%
Need to change employment/work demands	9%	6%	10%	13%	13%	27%	25%	12%	23%	8%	14%
Access to better parking	8%	5%	7%	7%	4%	--	11%	16%	--	13%	25%
Need my car	6%	6%	4%	7%	14%	--	11%	6%	14%	15%	12%
Better coordination between WSF & transit schedule	5%	3%	8%	8%	4%	--	4%	7%	29%	2%	1%
Affordable fares/rates	4%	1%	1%	2%	--	14%	--	6%	--	6%	--
More ferry destinations/schedule improvements	3%	4%	5%	7%	20%	21%	8%	6%	--	1%	--
Access to carpool/vanpool	--	--	5%	1%	6%	--	4%	3%	--	1%	7%

* Caution: Small sample sizes

Q56 What would have to happen for you to drive on less and walk on the ferry more for all or some of your commuting trips?

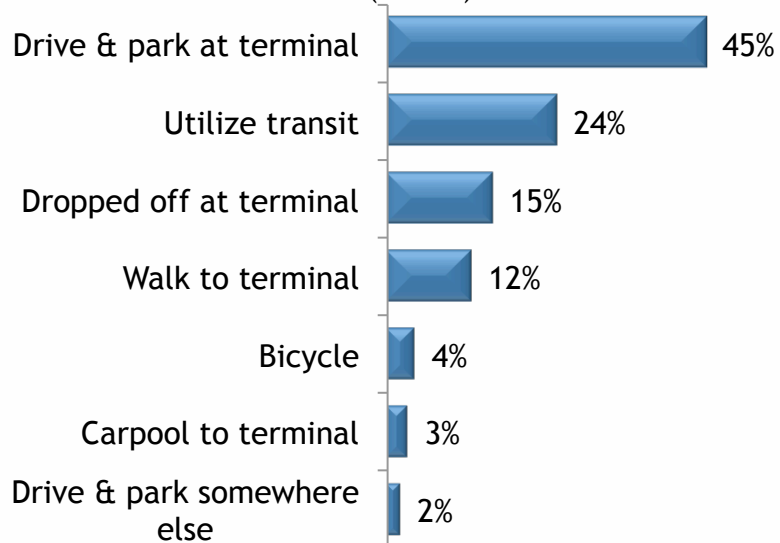


Walk-On Behavior

- ❖ Most (68%) walk-on riders say reductions in transit services will have no affect, and they will **continue to walk on as usual**.
- ❖ For those walking on, most **park at the departure terminal (45%)** and either **walk to their destination (36%)** or **utilize public transit (31%)**.

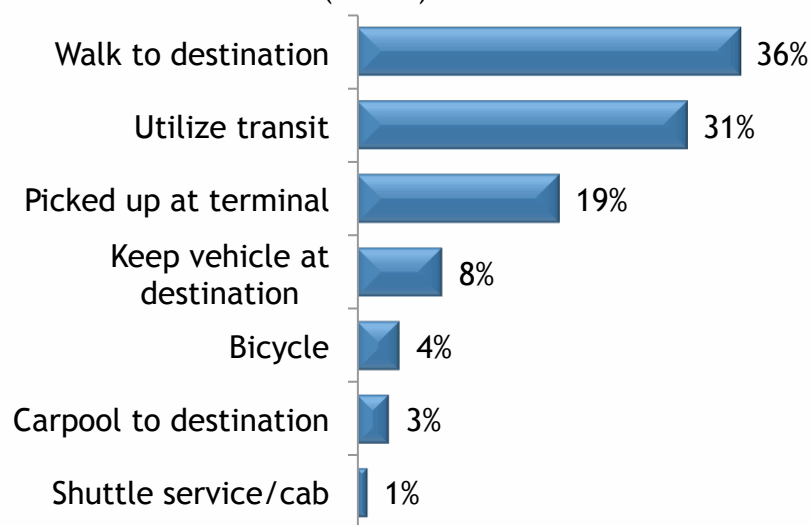
Traveling to Ferry Terminal

Among Those Walking On
(n=991)



Traveling to Destination

Among Those Walking On
(n=991)



Q57 How will reductions in transit services/schedule impact your decision to continue to walk on the ferries, if at all?

Q58 Thinking only about the trips where you walk on the ferry, how do you typically get to the terminal to catch a ferry?

Q59 Thinking only about the trips where you walk on the ferry, how do you typically reach your final destination when you disembark the ferry?



Walk-On Behavior

Transit Reductions Impact Among Those Walking On	SEA/ BAIN n=374	SEA/ BREM n=138	EDM/ KIN n=142	FAU/ VAS n=88	FAU/ SOU n=30	SOU/ VAS n=7*	PTD/ TAH n=23*	MUK/ CLI n=148	COU/ PTT n=22*	ANA/ SJI n=34	SJII n=6*
Continue to walk on as normal	77%	71%	70%	50%	61%	45%	51%	53%	88%	64%	56%
Traveling to Ferry Terminal Among Those Walking On	SEA/ BAIN n=370	SEA/ BREM n=136	EDM/ KIN n=141	FAU/ VAS n=85	FAU/ SOU n=30	SOU/ VAS n=5*	PTD/ TAH n=23*	MUK/ CLI n=140	COU/ PTT n=22*	ANA/ SJI n=33	SJII n=6*
Drive & park at terminal	36%	30%	59%	50%	47%	29%	74%	54%	66%	62%	69%
Utilize transit	30%	28%	9%	26%	31%	71%	6%	25%	6%	5%	1%
Dropped off at terminal	17%	17%	18%	6%	19%	14%	17%	7%	--	23%	22%
Walk to terminal	14%	19%	10%	12%	4%	--	6%	10%	20%	4%	10%
<i>*Caution: Small sample sizes</i>											
Traveling to Destination Among Those Walking On	SEA/ BAIN n=370	SEA/ BREM n=136	EDM/ KIN n=141	FAU/ VAS n=85	FAU/ SOU n=30	SOU/ VAS n=5*	PTD/ TAH n=23*	MUK/ CLI n=140	COU/ PTT n=22*	ANA/ SJI n=33	SJII n=6*
Walk to destination	50%	46%	19%	13%	26%	43%	3%	21%	64%	22%	56%
Utilize transit	32%	33%	23%	49%	26%	57%	32%	32%	12%	18%	8%
Picked up at terminal	11%	14%	32%	25%	17%	14%	30%	25%	9%	32%	19%
Keep vehicle at destination	4%	4%	16%	7%	3%	14%	13%	15%	6%	20%	3%

Q57 How will reductions in transit services/schedule impact your decision to continue to walk on the ferries, if at all?

Q58 Thinking only about the trips where you walk on the ferry, how do you typically get to the terminal to catch a ferry?

Q59 Thinking only about the trips where you walk on the ferry, how do you typically reach your final destination when you disembark the ferry?

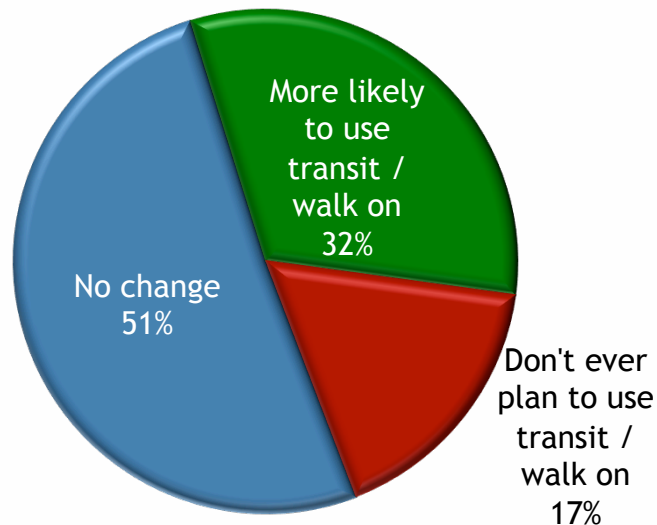


Combined Transit Tickets & Fare Discounts

- ❖ Half (51%) of riders say a combined ferry & transit fare discount via the ORCA Card would have **no change** on their use of public transportation; one third (32%) would be **more likely to use transit and walk on**.
- ❖ One third (36%) would be at least somewhat more likely to walk on if they received a 30% discount on a combined ferry/bus ticket.

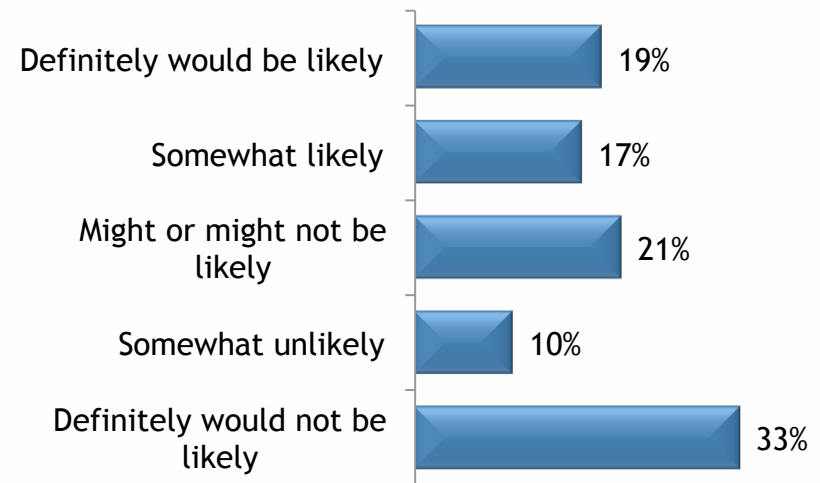
Impact of Combined Fare Discount

(n=1,754)



Impact of 30% Ferry/Bus Discount

Among Those Driving On
(n=1,465)



- Q60 Would you be more likely to use transit and walk onto the ferry if you got a discount on both your ferry fare and transit pass when used in combination via the ORCA Card?
- Q61 How likely would you be to walk onto the ferry instead of driving on, if you received a 30% discount on a ferry/bus combined ticket?



Combined Transit Tickets & Fare Discounts

- ❖ A discount on ferry fare and transit pass via the ORCA card would have a significantly higher impact on those riding the Seattle/Bremerton route, with nearly half (47%) more likely to walk on the ferry.

Impact of Combined Fare Discount	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	COU/ PTT n=39	ANA/ SJI n=87	SJII n=12*
More likely to use transit and walk on the ferry	41%	47%	16%	42%	32%	25%	32%	24%	28%	17%	17%
No change	53%	40%	54%	49%	46%	53%	50%	55%	53%	54%	66%
Don't ever plan to use transit and walk on the ferry	7%	13%	30%	9%	21%	23%	19%	21%	18%	29%	17%

Impact of 30% Ferry/Bus Discount	SEA/ BAIN n=388	SEA/ BREM n=122	EDM/ KIN n=259	FAU/ VAS n=156	FAU/ SOU n=66	SOU/ VAS n=11*	PTD/ TAH n=44	MUK/ CLI n=290	COU/ PTT n=37	ANA/ SJI n=81	SJII n=12*
Definitely/somewhat more likely	46%	46%	23%	43%	32%	40%	34%	30%	30%	24%	36%
Definitely/somewhat less likely	35%	30%	51%	31%	52%	60%	48%	50%	57%	56%	30%

* Caution: Small sample sizes

Q60 Would you be more likely to use transit and walk onto the ferry if you got a discount on both your ferry fare and transit pass when used in combination via the ORCA Card?

Q61 How likely would you be to walk onto the ferry instead of driving on, if you received a 30% discount on a ferry/bus combined ticket?



Miscellaneous Topics

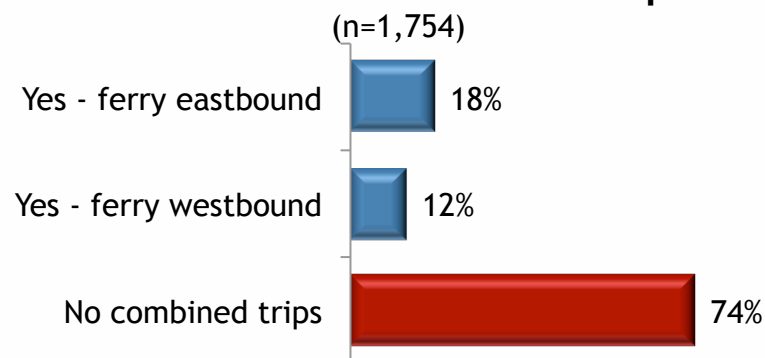
Tacoma Narrows Bridge

- ❖ In total, one quarter (26%) of all riders took at least one round trip using the Tacoma Narrows Bridge (TNB) in conjunction with the ferries during the winter period, with half (50%) saying they took less than one combined trip per month and 47% taking 1-5 trips/month.

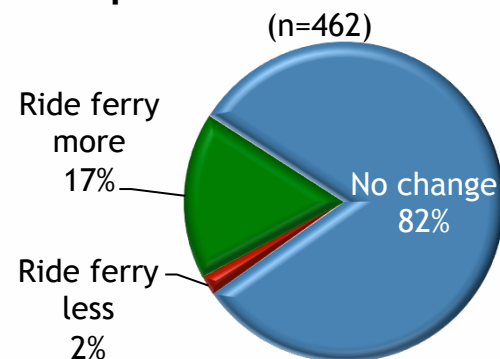
- A significantly higher percentage of riders have used the TNB going westbound and the ferries going eastbound vs. the TNB going eastbound and the ferries going westbound (18% vs. 12%), which may be attributed to the lack of bridge tolls for riders travelling westbound.
- Single or two-person households are significantly less likely to have made a trip using the TNB in conjunction with the ferries (23% no trips vs. 34% 3+ person household no trips).

- ❖ Among those with a combined TNB and ferry trip, an equal toll in both directions would cause no change for most (82%) riders taking round trips utilizing both the ferries and TNB.

WSF + Tacoma Narrows Trip



Impact of TNB Toll Change



Q62 During the Winter period, has anyone in your household used the Tacoma Narrows Bridge in conjunction with a ferry to make a round trip between the west and east Sound?

Q63 During the Winter (Jan-Mar 2012) period, how often in a typical month do you make a ferry trip (going one way) in conjunction with the Tacoma Narrows Bridge (going the other way)?

Q64 How would your ferry riding change, if at all, assuming you were charged the same toll in both directions on the bridge?

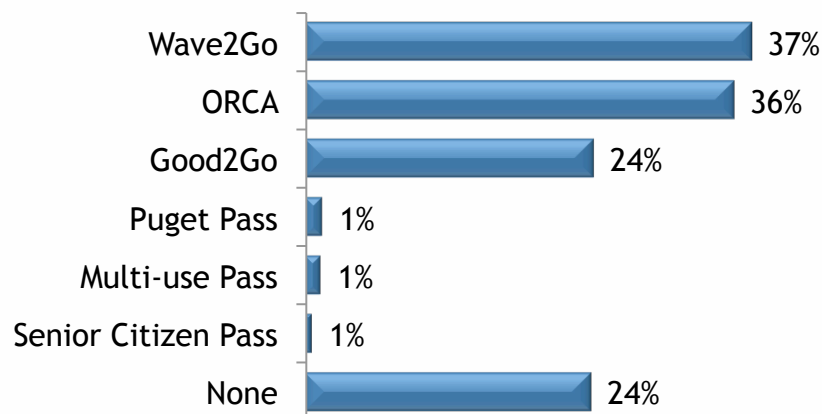


Pre-Paid Passes

- ❖ Wave2Go and ORCA are the most commonly owned passes.
- ❖ The majority (77%) support the **current pass system**, opposed to proposed update and use of the Good2Go pass, resulting in increased fares.

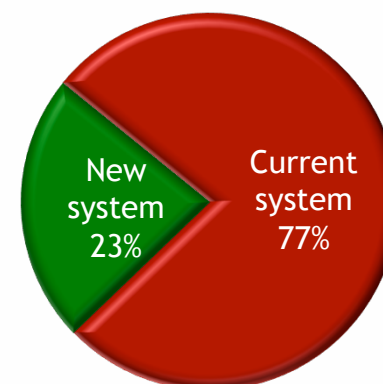
Current Pass Ownership

(n=1,754)



Fare Payment System Preference

(n=1,754)



Q65 Which of the following payment cards/passes do you currently have?

Q66 The current WSF fare system charges for every person in the vehicle, requiring all passengers be counted. Also, pre-paid multi-ride passes expire within 90 days and are usable only on WSF. If the "Good2Go" system that charges by the vehicle (in use on the Tacoma Narrows Bridge and SR 520) were used to pay for fares on WSF, you could pay your fares electronically and have any number of passengers in the vehicle at no additional charge. However, because of this fact and to result in no net loss to revenues, vehicle fares would have to be raised significantly to compensate for the loss of passenger fare revenue. The "Good2Go" pass would never expire and could be used on all toll roads & bridges, as well as WSF. Based on this description, would you rather have:



Pre-Paid Passes

Current Pass Ownership	TOTAL n=1754	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	COU/ PTT n=39	ANA/ SJI n=87	SJII n=12*
Good2Go	24%	23%	47%	31%	12%	62%	42%	16%	9%	15%	11%	--
ORCA	36%	49%	62%	23%	50%	35%	25%	26%	20%	2%	9%	4%
Wave2Go	37%	35%	16%	23%	64%	41%	58%	56%	46%	15%	66%	79%
Puget Pass	1%	1%	3%	<1%	<1%	2%	19%	7%	1%	--	--	--
Multi-use Pass	1%	1%	1%	1%	3%	--	--	2%	3%	--	1%	--
Senior Citizens Pass	1%	2%	1%	--	--	--	--	--	--	--	--	--
None	24%	20%	16%	34%	10%	6%	18%	23%	33%	66%	22%	5%
Fare Payment System Preference	TOTAL n=1754	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	COU/ PTT n=39	ANA/ SJI n=87	SJII n=12*
Current system	77%	79%	70%	75%	81%	67%	94%	69%	81%	77%	86%	69%
New system	23%	21%	30%	25%	19%	33%	6%	31%	19%	23%	14%	31%

* Caution: Small sample sizes

Q65 Which of the following payment cards/passes do you currently have?

Q66 The current WSF fare system charges for every person in the vehicle, requiring all passengers be counted. Also, pre-paid multi-ride passes expire within 90 days and are usable only on WSF. If the "Good2Go" system that charges by the vehicle (in use on the Tacoma Narrows Bridge and SR 520) were used to pay for fares on WSF, you could pay your fares electronically and have any number of passengers in the vehicle at no additional charge. However, because of this fact and to result in no net loss to revenues, vehicle fares would have to be raised significantly to compensate for the loss of passenger fare revenue. The "Good2Go" pass would never expire and could be used on all toll roads & bridges, as well as WSF. Based on this description, would you rather have:



Demographics



Years Riding the Ferries

2012	TOTAL n=1676	SEA/ BAIN n=461	SEA/ BREM n=179	EDM/ KIN n=269	FAU/ VAS n=154	FAU/ SOU n=76	SOU/ VAS n=12*	PTD/ TAH n=45	MUK/ CLI n=290	COU/ PTT n=37	ANA/ SJI n=82	SJII n=11*
Less than one year	--	--	--	--	--	--	--	--	--	--	--	--
1 year, but less than 3 years	1%	1%	1%	--	2%	--	--	--	1%	--	--	--
3 years, but less than 6 years	6%	6%	12%	5%	2%	10%	18%	10%	5%	4%	6%	--
6 years, but less than 10 years	19%	22%	27%	19%	12%	24%	18%	26%	16%	5%	12%	4%
More than 10 years	74%	71%	60%	74%	85%	66%	65%	64%	79%	89%	82%	96%

2010	TOTAL n=4171	SEA/ BAIN n=1120	SEA/ BREM n=476	EDM/ KIN n=795	FAU/ VAS n=377	FAU/ SOU n=152	SOU/ VAS n=31	PTD/ TAH n=118	MUK/ CLI n=776	COU/ PTT n=85	ANA/ SJI n=210	SJII n=29*
Less than one year	3%	3%	6%	2%	1%	2%	0%	4%	1%	5%	3%	0%
1 year, but less than 3 years	5%	6%	9%	5%	2%	3%	7%	4%	5%	3%	5%	0%
3 years, but less than 6 years	9%	10%	14%	7%	10%	9%	6%	9%	9%	3%	6%	4%
6 years, but less than 10 years	12%	14%	11%	11%	11%	19%	17%	12%	11%	9%	8%	1%
More than 10 years	71%	67%	59%	75%	76%	66%	70%	71%	73%	80%	79%	95%

P10 Years riding ferry

* Caution: Small sample sizes



Rider Satisfaction with WSF Services

2012	TOTAL n=1754	SEA/ BAIN n=483	SEA/ BREM n=189	EDM/ KIN n=280	FAU/ VAS n=158	FAU/ SOU n=80	SOU/ VAS n=12*	PTD/ TAH n=46	MUK/ CLI n=304	COU/ PTT n=39	ANA/ SJI n=87	SJII n=12*
Satisfied	67%	74%	69%	71%	69%	57%	70%	68%	72%	63%	55%	49%
Extremely satisfied	29%	33%	21%	33%	21%	22%	29%	19%	40%	25%	14%	11%
Somewhat satisfied	38%	41%	48%	37%	48%	35%	41%	49%	31%	38%	41%	38%
Neither	12%	13%	12%	13%	14%	10%	18%	14%	12%	9%	12%	1%
Somewhat dissatisfied	11%	7%	15%	11%	11%	25%	12%	18%	9%	9%	27%	40%
Extremely dissatisfied	6%	6%	4%	5%	6%	7%	--	--	7%	20%	6%	9%
Dissatisfied	17%	13%	19%	16%	17%	32%	12%	18%	16%	28%	33%	50%

2010	TOTAL n=4170	SEA/ BAIN n=1120	SEA/ BREM n=475	EDM/ KIN n=795	FAU/ VAS n=377	FAU/ SOU n=152	SOU/ VAS n=31	PTD/ TAH n=118	MUK/ CLI n=776	COU/ PTT n=85	ANA/ SJI n=210	SJII n=29*
Satisfied	72%	78%	64%	74%	60%	68%	62%	66%	77%	83%	57%	60%
Extremely satisfied	25%	29%	19%	30%	15%	19%	11%	12%	32%	23%	10%	8%
Somewhat satisfied	47%	49%	45%	44%	45%	49%	51%	54%	45%	60%	47%	52%
Neither	11%	9%	12%	9%	18%	10%	15%	15%	12%	4%	14%	6%
Somewhat dissatisfied	14%	11%	19%	16%	20%	16%	23%	15%	9%	11%	23%	17%
Extremely dissatisfied	3%	3%	5%	2%	2%	5%	0%	3%	2%	3%	6%	17%
Dissatisfied	17%	14%	24%	18%	22%	21%	23%	18%	11%	14%	29%	34%

* Caution: Small sample sizes

Q1A All things considered, how satisfied are you with the service provided by WSF?



Value of Riding WSF

2012	TOTAL n=1673	SEA/ BAIN n=457	SEA/ BREM n=179	EDM/ KIN n=270	FAU/ VAS n=153	FAU/ SOU n=76	SOU/ VAS n=12*	PTD/ TAH n=44	MUK/ CLI n=291	COU/ PTT n=37	ANA/ SJI n=82	SJII n=11*
Good value	50%	54%	47%	54%	40%	52%	41%	32%	51%	73%	36%	53%
A very good value	14%	15%	13%	15%	9%	11%	--	12%	14%	36%	7%	18%
A good value	37%	39%	35%	38%	31%	40%	41%	21%	38%	37%	29%	35%
Neither	35%	31%	39%	30%	40%	31%	53%	49%	36%	23%	48%	6%
A poor value	13%	12%	13%	14%	16%	11%	6%	19%	11%	--	14%	40%
A very poor value	2%	2%	1%	2%	4%	6%	--	--	2%	4%	2%	1%
Poor value	15%	14%	14%	16%	20%	17%	6%	19%	13%	4%	16%	40%

2010	TOTAL n=4159	SEA/ BAIN n=1118	SEA/ BREM n=474	EDM/ KIN n=791	FAU/ VAS n=377	FAU/ SOU n=152	SOU/ VAS n=31	PTD/ TAH n=118	MUK/ CLI n=775	COU/ PTT n=85	ANA/ SJI n=209	SJII n=29*
Good value	53%	58%	57%	53%	38%	56%	31%	30%	56%	68%	43%	47%
A very good value	14%	17%	14%	14%	9%	14%	11%	8%	15%	20%	11%	8%
A good value	39%	41%	43%	39%	29%	42%	20%	22%	41%	48%	32%	39%
Neither	34%	30%	31%	32%	42%	32%	52%	49%	35%	29%	43%	24%
A poor value	11%	10%	10%	12%	17%	10%	17%	20%	8%	3%	11%	22%
A very poor value	2%	2%	2%	3%	3%	3%	0%	2%	2%	1%	3%	7%
Poor value	13%	12%	12%	15%	20%	13%	17%	22%	10%	4%	14%	29%

* Caution: Small sample sizes

P15 Considering your personal experience with the ferries, which of the following best describes the value, to you, of riding WSF?



WSF Focus on People vs. Vehicle Mover

2010	TOTAL n=1672	SEA/ BAIN n=457	SEA/ BREM n=179	EDM/ KIN n=270	FAU/ VAS n=153	FAU/ SOU n=76	SOU/ VAS n=12*	PTD/ TAH n=44	MUK/ CLI n=290	COU/ PTT n=37	ANA/ SJI n=82	SJII n=11*
People-mover system	26%	34%	49%	16%	25%	27%	37%	11%	16%	24%	14%	10%
Both equally	47%	50%	37%	51%	50%	43%	29%	52%	47%	39%	47%	49%
Vehicle-mover system	26%	15%	14%	33%	25%	29%	34%	36%	38%	37%	39%	41%

2010	TOTAL n=4168	SEA/ BAIN n=1120	SEA/ BREM n=475	EDM/ KIN n=793	FAU/ VAS n=377	FAU/ SOU n=152	SOU/ VAS n=31	PTD/ TAH n=118	MUK/ CLI n=776	COU/ PTT n=85	ANA/ SJI n=210	SJII n=29*
People-mover system	27%	19%	18%	26%	32%	31%	15%	26%	39%	35%	37%	29%
Both equally	47%	51%	39%	52%	41%	42%	41%	54%	44%	42%	45%	55%
Vehicle-mover system	26%	30%	43%	21%	27%	27%	44%	19%	18%	23%	18%	15%

* Caution: Small sample sizes

P16 Washington State Ferries is currently both a vehicle and people mover. In the future and in order to become a more efficient system, should WSF focus its improvements on becoming primarily a People-Mover or a Vehicle-Mover system?



Distance From Ferry

2012	TOTAL n=1568	SEA/ BAIN n=427	SEA/ BREM n=169	EDM/ KIN n=253	FAU/ VAS n=144	FAU/ SOU n=71	SOU/ VAS n=12*	PTD/ TAH n=41	MUK/ CLI n=277	COU/ PTT n=32	ANA/ SJI n=78	SJII n=9*
Less than 1 mile	6%	5%	8%	4%	13%	4%	--	9%	2%	14%	5%	31%
1-5 miles	34%	44%	52%	23%	22%	33%	42%	45%	22%	38%	24%	37%
6-10 miles	28%	25%	17%	22%	42%	44%	46%	29%	36%	13%	31%	31%
11-20 miles	18%	12%	12%	23%	20%	10%	11%	13%	27%	13%	22%	1%
Over 20 miles	14%	12%	11%	27%	2%	10%	--	7%	12%	25%	17%	--
Median	8	6	5	11	8	8	7	6	10	6	9	4

2010	TOTAL n=4168	SEA/ BAIN n=1121	SEA/ BREM n=475	EDM/ KIN n=793	FAU/ VAS n=377	FAU/ SOU n=152	SOU/ VAS n=31	PTD/ TAH n=118	MUK/ CLI n=776	COU/ PTT n=85	ANA/ SJI n=21*	SJII n=29*
Less than 1 mile	1%	1%	0%	0%	3%	0%	0%	0%	0%	0%	1%	0%
1-5 miles	38%	53%	51%	30%	31%	44%	31%	33%	22%	21%	35%	35%
6-10 miles	27%	21%	23%	22%	40%	36%	51%	42%	31%	12%	27%	41%
11-15 miles	13%	10%	10%	11%	22%	10%	13%	15%	20%	13%	10%	23%
16-20 miles	7%	5%	7%	9%	2%	4%	--	2%	10%	13%	5%	0%
Over 20 miles	15%	11%	8%	28%	2%	6%	6%	8%	17%	41%	23%	0%
Median	8	5	5	10	8	6	7	8	10	20	10	8

* Caution: Small sample sizes

P18 Approximately how many miles do you live from the ferry terminal?

2012	TOTAL n=1625	SEA/ BAIN n=436	SEA/ BREM n=182	EDM/ KIN n=269	FAU/ VAS n=150	FAU/ SOU n=74	SOU/ VAS n=10*	PTD/ TAH n=42	MUK/ CLI n=273	COU/ PTT n=37	ANA/ SJI n=80	SJII n=11*
18-24	1%	1%	1%	2%	--	--	--	--	--	--	1%	--
25-34	4%	5%	10%	3%	2%	4%	7%	2%	2%	2%	<1%	12%
35-44	9%	11%	16%	8%	7%	11%	20%	3%	5%	4%	5%	--
45-54	22%	25%	31%	19%	23%	28%	13%	27%	18%	13%	14%	18%
55-64	35%	36%	23%	34%	43%	39%	60%	40%	35%	38%	36%	32%
65+	29%	22%	20%	34%	25%	19%	--	29%	39%	45%	44%	38%
Median Age	59	57	54	60	59	57	55	60	61	61	63	63

2010	TOTAL n=4159	SEA/ BAIN n=1118	SEA/ BREM n=474	EDM/ KIN n=791	FAU/ VAS n=377	FAU/ SOU n=152	SOU/ VAS n=31	PTD/ TAH n=118	MUK/ CLI n=775	COU/ PTT n=85	ANA/ SJI n=209	SJII n=29*
18-24	2%	2%	5%	2%	2%	0%	0%	2%	0%	1%	1%	0%
25-34	8%	7%	21%	7%	4%	4%	13%	7%	4%	4%	4%	10%
35-44	13%	16%	15%	12%	13%	16%	17%	11%	9%	10%	10%	4%
45-54	24%	23%	27%	24%	23%	32%	13%	27%	22%	22%	17%	28%
55-64	34%	33%	20%	35%	39%	36%	39%	34%	40%	40%	36%	34%
65+	20%	19%	12%	21%	19%	12%	18%	18%	25%	22%	32%	23%
Median Age	56	55	48	57	56	54	57	56	59	59	60	60

* Caution: Small sample sizes



Gender

2012	TOTAL n=1574	SEA/ BAIN n=426	SEA/ BREM n=172	EDM/ KIN n=262	FAU/ VAS n=145	FAU/ SOU n=74	SOU/ VAS n=10*	PTD/ TAH n=41	MUK/ CLI n=260	COU/ PTT n=37	ANA/ SJI n=78	SJII n=10*
Male	54%	54%	53%	58%	49%	61%	67%	56%	55%	44%	43%	32%
Female	46%	46%	47%	42%	51%	39%	33%	44%	45%	56%	57%	68%

2010	TOTAL n=4169	SEA/ BAIN n=1121	SEA/ BREM n=474	EDM/ KIN n=793	FAU/ VAS n=377	FAU/ SOU n=152	SOU/ VAS n=31	PTD/ TAH n=118	MUK/ CLI n=776	COU/ PTT n=85	ANA/ SJI n=210	SJII n=29*
Male	48%	46%	48%	45%	50%	49%	45%	59%	48%	49%	54%	64%
Female	52%	54%	52%	55%	50%	51%	55%	41%	52%	51%	46%	36%

* Caution: Small sample sizes

P1 Please indicate your gender.



Cell Phone Reliance

2012	TOTAL n=1579	SEA/ BAIN n=431	SEA/ BREM n=169	EDM/ KIN n=253	FAU/ VAS n=145	FAU/ SOU n=71	SOU/ VAS n=12*	PTD/ TAH n=42	MUK/ CLI n=279	COU/ PTT n=34	ANA/ SJI n=79	SJII n=9*
All the time - it's my only phone	19%	20%	34%	26%	16%	23%	24%	22%	6%	22%	7%	5%
All the time - still have a land line	30%	34%	21%	29%	30%	33%	29%	17%	34%	32%	24%	24%
A great deal - it's my primary phone	11%	10%	11%	9%	11%	16%	12%	24%	12%	4%	9%	13%
Some - I use it occasionally	23%	22%	19%	17%	28%	19%	24%	17%	28%	21%	32%	13%
Very little	10%	9%	10%	10%	11%	8%	--	10%	11%	10%	19%	15%
Do not have a cell phone	3%	2%	1%	5%	1%	--	11%	2%	5%	6%	6%	30%

* Caution: Small sample sizes

P4 How much do you rely on your cell phone? Would you say you rely on your cell phone...



Employment Status

2012	TOTAL n=1578	SEA/ BAIN n=431	SEA/ BREM n=169	EDM/ KIN n=253	FAU/ VAS n=145	FAU/ SOU n=71	SOU/ VAS n=12*	PTD/ TAH n=42	MUK/ CLI n=279	COU/ PTT n=32	ANA/ SJI n=79	SJII n=9*
Employed full-time	55%	62%	76%	49%	63%	68%	94%	48%	41%	41%	33%	29%
Retired	24%	16%	13%	26%	23%	19%	6%	39%	32%	34%	38%	31%
Employed part-time	11%	11%	7%	11%	9%	8%	--	2%	15%	8%	16%	39%
Student/employed	1%	2%	--	2%	--	--	--	--	<1%	--	--	--
Homemaker	1%	1%	--	2%	1%	2%	--	--	1%	--	3%	--
Student/not employed	<1%	1%	1%	--	--	--	--	--	<1%	--	--	--
Not employed	3%	3%	--	4%	2%	1%	--	3%	4%	4%	4%	1%

* Caution: Small sample sizes

P6 What is your current employment status?



Employment Industry

2012	TOTAL n=1578	SEA/ BAIN n=431	SEA/ BREM n=169	EDM/ KIN n=253	FAU/ VAS n=145	FAU/ SOU n=71	SOU/ VAS n=12*	PTD/ TAH n=42	MUK/ CLI n=279	COU/ PTT n=32	ANA/ SJI n=79	SJII n=9*
Services	10%	8%	11%	13%	11%	6%	6%	9%	10%	4%	7%	15%
Government/public administration	10%	12%	15%	9%	10%	14%	19%	8%	4%	10%	6%	3%
Finance, insurance and real estate	5%	8%	6%	3%	4%	7%	--	3%	4%	--	2%	--
Manufacturing	5%	5%	1%	5%	3%	3%	11%	9%	11%	4%	4%	--
Retail trade	3%	4%	3%	2%	2%	3%	--	2%	3%	2%	4%	--
Transportation/freight	2%	3%	5%	2%	3%	4%	11%	--	1%	2%	1%	5%
Communications/PR/Advertising	2%	2%	4%	2%	2%	6%	--	3%	3%	2%	2%	--
Marketing	2%	1%	2%	4%	2%	--	--	--	2%	--	1%	--
Construction	2%	1%	2%	3%	2%	4%	11%	2%	2%	2%	4%	16%
Wholesale trades	1%	2%	1%	1%	1%	--	--	--	1%	--	1%	--
Utilities	1%	1%	1%	1%	1%	1%	--	--	<1%	2%	2%	--
Agriculture, forestry and fishing	1%	1%	--	1%	--	--	--	--	<1%	2%	2%	1%
Other	27%	31%	28%	20%	37%	30%	24%	21%	24%	31%	20%	35%

* Caution: Small sample sizes

P7 In which of the following industries, if any, do you work?



Annual Household Income

2012	TOTAL n=1680	SEA/ BAIN n=457	SEA/ BREM n=182	EDM/ KIN n=270	FAU/ VAS n=154	FAU/ SOU n=76	SOU/ VAS n=12*	PTD/ TAH n=44	MUK/ CLI n=292	COU/ PTT n=37	ANA/ SJI n=83	SJII n=11*
Under \$15,000	2%	2%	4%	<1%	1%	1%	--	--	2%	4%	1%	--
\$15,000-\$24,999	3%	2%	3%	3%	1%	--	--	3%	2%	9%	5%	13%
\$25,000-\$34,999	4%	3%	4%	4%	2%	2%	6%	7%	5%	5%	2%	12%
\$35,000-\$49,999	7%	3%	8%	8%	5%	4%	6%	13%	10%	--	9%	7%
\$50,000-\$74,999	13%	7%	19%	13%	12%	20%	6%	15%	13%	17%	16%	37%
\$75,000-\$99,999	16%	14%	20%	15%	16%	17%	46%	12%	14%	36%	13%	21%
\$100,000-\$149,999	19%	25%	15%	21%	22%	30%	18%	22%	15%	10%	12%	5%
\$150,000 or more	15%	19%	14%	18%	13%	10%	18%	12%	13%	4%	14%	--

* Caution: Small sample sizes

P21 Which of the following best describes your total annual household income before taxes?



Appendix A: Questionnaire



Questionnaire



Washington State Transportation Commission
Winter Wave Round II Survey
March 29, 2012

INTRODUCTION SCREEN

Dear Washington State Ferry Rider,

We greatly appreciate you taking the time out of your busy day to help guide WSF.

WINTER TRAVEL ACTIVITY

Q1 For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, January 3rd through March 27th. All things considered, how satisfied are you with the service provided by Washington State Ferries?

- 1 Extremely dissatisfied
- 2 Somewhat dissatisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat satisfied
- 5 Extremely satisfied
- 6 Did not ride a WSF during the Winter (January-March) period → Skip to Q4

Q2 To get an idea of how people are using the ferry system in the winter months, could you please give us a guesstimate for the routes shown below - how many round trips (two one-way trips = one round trip; three one-way trips = two round trips) per month you take during the Winter Schedule period?

Q3 (FOR EACH ROUTE TAKEN) How many of those round trips were for the primary purpose of commuting (getting to and from work/school), how many were for primarily recreational/social purposes (seeing friends/going to events, etc.) and how many were for other purposes (shopping, medical appointments, etc.)? (INSERT ROUTES TAKEN FROM Q1. RESPONSE MUST <= Q1)

	# of round trips	# of commuting trips for work or school	# of recreational/social trips	# of trips for other purposes
A. Seattle/Bainbridge				
B. Seattle/Bremerton				
C. Point Defiance/Tahlequah				
D. Edmonds/Kingston				
E. Fauntleroy/Vashon				
F. Fauntleroy/Southworth				
G. Southworth/Vashon				
H. Coupeville/Port Townsend				
I. Mukilteo/Clinton				
J. Anacortes/San Juan Islands				
K. San Juan Interisland				

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Q4 Compared to one year ago [Winter January-March 2011] would you say you personally ...

- 1 Ride the ferries less than a year ago
- 2 Ride the ferries the same amount as a year ago
- 3 Ride the ferries more than a year ago

Q5 [ASK IF Q4 = 1] Why do you ride the ferries less now?

- 11 Started telecommuting/telecommute more
- 12 Retired
- 13 Unemployed/employed part-time
- 14 Moved to a location that doesn't require as much ferry travel
- 15 Changed jobs to a location that doesn't require as much ferry travel
- 16 Take the water taxi instead of the ferry
- 99 Other → Please specify

Q6 Looking forward 2 years, how would you guess your ferry ridership will change, if at all?

- 1 I anticipate riding the ferries less in the next 2 years
- 2 I anticipate riding the ferries the same amount in the next 2 years
- 3 I anticipate riding the ferries more in the next 2 years

Q7 [ASK IF Q6 = 1] What is the main reason you anticipate you will ride the ferries less in the next 2 years?

- 11 Plan to telecommute/will telecommute more
- 12 Plan to retire
- 13 Plan to be employed part-time only
- 14 Plan to move to a location that doesn't require as much ferry travel
- 15 Plan to change jobs to a location that doesn't require as much ferry travel
- 99 Other → Please specify

IF NOT RIDE IN Q1, SKIP TO Q43A

Pre Q8. During the Winter Schedule period, in which of the following ways have you boarded the ferry?

- 11 Walk-on
- 12 Drive-on
- 13 Passenger

Q8 During the Winter Schedule period, how many of your ferry trips for each route were boarded using the following methods? best estimate is fine.

SHOW ROUTES SELECTED IN Q1	Walk-on	Drive-on	Passenger
A. Seattle/Bainbridge			
B. Seattle/Bremerton			
C. Point Defiance/Tahlequah			
D. Edmonds/Kingston			
E. Fauntleroy/Vashon			
F. Fauntleroy/Southworth			
G. Southworth/Vashon			

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Questionnaire (cont.)

H. Coupeville/Port Townsend			
I. Mukilteo/Clinton			
J. Anacortes/San Juan Islands			
K. San Juan Interisland			

Q9 Thinking for a moment about your overall driving habits this last year on ALL ROADS AND HIGHWAYS, would you say you are ...

- 3 Driving more than last year
- 2 Driving the same as last year
- 1 Driving less than last year

Q10 Now focusing in on your most recent ferry trip, what was the last route that you rode?
(SHOW ONLY THOSE ROUTES MENTIONED IN Q1)

- 11 Seattle/Bainbridge
- 12 Seattle/Bremerton
- 13 Point Defiance/Tahlequah
- 14 Edmonds/Kingston
- 15 Fauntleroy/Vashon
- 16 Fauntleroy/Southworth
- 17 Southworth/Vashon
- 18 Coupeville/Port Townsend
- 19 Mukilteo/Clinton
- 20 Anacortes/San Juan Islands
- 21 San Juan Interisland

Q11 (SHOW ONLY THE LAST ROUTE TAKEN) To help us better understand ridership travel trends, we would like to know a little about your most recent ferry trip on the (INSERT Q10 NAME HERE) route. To start with, from which terminal did you depart on your most recent trip?

ROUTE	TERMINALS			
Seattle/Bainbridge	Seattle		Bainbridge	
Seattle/Bremerton	Seattle		Bremerton	
Point Defiance/Tahlequah	Point Defiance		Tahlequah	
Edmonds/Kingston	Edmonds		Kingston	
Fauntleroy/Vashon	Fauntleroy		Vashon	
Fauntleroy/Southworth	Fauntleroy		Southworth	
Southworth/Vashon	Southworth		Vashon	
Coupeville/Port Townsend	Coupeville		Keystone	
Mukilteo/Clinton	Mukilteo		Clinton	
Anacortes/San Juan Islands	Orcas	Shaw	Lopez	Friday Harbor
San Juan Interisland	Orcas	Shaw	Lopez	Friday Harbor

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Q12 Thinking about your LAST FERRY RIDE ONLY on the (INSERT Q10 NAME HERE) route, which of the following was the PRIMARY PURPOSE for that specific trip?

- 11 Commute to / from work
- 12 Commute to / from school
- 13 Work related activity / business
- 14 Personal business / activity
- 15 Medical appointment
- 16 Everyday shopping
- 17 Shopping excursion
- 18 Tourism / recreation
- 19 Travel to / from special event
- 20 Travel to / from to see family / friends
- 99 Other → Please specify

Q13 Thinking about your LAST FERRY RIDE ONLY on the (INSERT Q10 NAME HERE) route, how did you board the ferry for your outbound and returning trips?

- 11 Vehicle driver
- 12 Passenger in a vehicle
- 13 Walk-on
- 14 Rode on in bus/transit
- 15 Rode on in van/car pool
- 16 Rode on - motorcycle
- 17 Biked on
- 99 Other → Please specify

Q14 (ASK IF Q13 = 11 OR 12) Thinking about your LAST FERRY RIDE ONLY on the (INSERT Q10 NAME HERE) route, which of the following best describes the vehicle you drove on the ferry?

- 11 Auto / small SUV / small pick-up (under 14 feet)
- 12 Auto / small SUV / small pick-up (14 to 22 feet)
- 13 Full-size auto/SUV, over 22 feet
- 15 RV, auto, or pick-up and trailer or boat (under 30 feet)
- 16 RV, auto, or pick-up and trailer or boat (30' and over)
- 17 Truck (commercial, panel, tractor / trailer)
- 18 Vanpool
- 19 Motor cycle
- 99 Other → Please specify

Q15 Thinking about your LAST FERRY RIDE ONLY on the (INSERT Q10 NAME HERE) route, what was the date and scheduled departure time (or approximate time of sailing if you don't remember)

DATE: ____ / ____ / 2012 DEPARTURE TIME: ____ : ____ AM/PM
Month / Day Hour : Minutes

Q16 Finally, thinking about your LAST FERRY RIDE ONLY on the (INSERT Q10 NAME HERE) route, what kind of ticket were you travelling on?

- 11 Single-ride ticket
- 12 Multi-ride frequent user ticket (available to all passengers & non-oversized vehicles)
- 13 Monthly pass (not available to vehicle drivers)
- 14 Senior/disabled Convenience Card/discount
- 15 SmartCard/ORCA (One Regional Card for All)
- 16 Puget Pass
- 99 Other → Please specify

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Questionnaire (cont.)

Q16B. [ASK IF Q16=12] Do you share your multi-ride card with anyone under the age of 19?

- 1 Yes, I share my multi-ride card a few times a week
- 2 Yes, I share my multi-ride card a few times a month
- 3 Yes, I share my multi-ride card a few times a year
- 4 No, I do not share my multi-ride pass

CUSTOMER SATISFACTION

We'd like to know how important some different aspects of the Washington State Ferries are to you, and how satisfied you are with them. Please think of your experiences during the Winter (January - March) period only.

Q17 During the Winter (January - March 2012) period, did you go inside a ferry terminal for any reason?

- 1 Yes
- 2 No → SKIP TO PreQ21
- 3 Don't recall → SKIP TO PreQ21

Q18 [ASK IF Q17=1] Thinking of WSF ferry terminals you were in during the Winter (January - March 2012) period only, for each of the following terminal conditions, please rate how important each are to you, and how satisfied you currently are with each.

(Rotate)	Importance					Satisfaction				
	Not imp.				Very imp.	Dis-sat.				Very sat.
A. The terminals are clean and well maintained	1	2	3	4	5	1	2	3	4	5
B. The terminals are comfortable (seating, temperature, etc.)	1	2	3	4	5	1	2	3	4	5

Q19 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] You rated your satisfaction with (INSERT A-B) low. At which terminal did you experience this unsatisfactory service level?

ROUTES SELECTED IN Q1	TERMINALS				
Seattle/Bainbridge	Seattle			Bainbridge	
Seattle/Bremerton	Seattle			Bremerton	
Point Defiance/Tahlequah	Point Defiance			Tahlequah	
Edmonds/Kingston	Edmonds			Kingston	
Fauntleroy/Vashon	Fauntleroy			Vashon	
Fauntleroy/Southworth	Fauntleroy			Southworth	
Southworth/Vashon	Southworth			Vashon	
Coupeville/Port Townsend	Coupeville			Keystone	
Mukilteo/Clinton	Mukilteo			Clinton	
Anacortes/San Juan Islands	Orcas	Shaw	Lopez	Friday Harbor	Anacortes
San Juan Interisland	Orcas	Shaw	Lopez	Friday Harbor	

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Q20 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] What specific conditions made you dissatisfied? Please be as specific as possible. (NOTE - WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

PreQ21 During the Winter (January - March 2012) period, did you walk onto a ferry?

- 1 Yes
- 2 No → SKIP TO PreQ24
- 3 Don't recall → SKIP TO PreQ24

Q21 [ASK IF PREQ8 WALK-ON=0] Again thinking of the Winter (January - March 2012) period only, for each of the following walk-on and transit services, please rate how important each are to you, and how satisfied you currently are with each.

(Rotate)	Importance					Satisfaction				
	Not imp.				Very imp.	Dis-sat.				Very sat.
C. WSF sailing schedule is adequately coordinated with transit services available at the terminal	1	2	3	4	5	1	2	3	4	5
D. WSF provides adequate parking near the terminals	1	2	3	4	5	1	2	3	4	5
E. WSF provides easy loading and unloading for walk-on passengers	1	2	3	4	5	1	2	3	4	5
F. WSF passenger loading procedures are efficient	1	2	3	4	5	1	2	3	4	5
G. WSF passenger unloading procedures are efficient	1	2	3	4	5	1	2	3	4	5

Q22 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] You rated your satisfaction with (INSERT A-G) low. At which terminal did you experience this unsatisfactory service level?

ROUTE	TERMINALS	
Seattle/Bainbridge	Seattle	Bainbridge
Seattle/Bremerton	Seattle	Bremerton
Point Defiance/Tahlequah	Point Defiance	Tahlequah
Edmonds/Kingston	Edmonds	Kingston
Fauntleroy/Vashon	Fauntleroy	Vashon
Fauntleroy/Southworth	Fauntleroy	Southworth
Southworth/Vashon	Southworth	Vashon
Coupeville/Port Townsend	Coupeville	Keystone
Mukilteo/Clinton	Mukilteo	Clinton

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Questionnaire (cont.)

Anacortes/San Juan Islands	Orcas	Shaw	Lopez	Friday Harbor	Anacortes
San Juan Interisland	Orcas	Shaw	Lopez	Friday Harbor	

Q23 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] What specific conditions made you dissatisfied? Please be as specific as possible. (NOTE – WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

PreQ24 During the Winter (January - March 2012) period, did you either drive onto a ferry or board as a passenger in a vehicle?

- 1 Yes
- 2 No → SKIP TO Q31
- 3 Don't recall → SKIP TO Q31

Q24 [ASK IF PREQ8 DRIVE-ON OR PASSENGER-0] Thinking of WSF's toll booth service for the Winter (January - March 2012) period only, for each of the following toll booth items, please rate how important each are to you and how satisfied you currently are with each.

(Rotate)	Importance					Satisfaction				
	Not imp.				Very imp.	Dis-sat.				Very sat.
A. WSF toll booth staff is friendly, courteous and polite	1	2	3	4	5	1	2	3	4	5
B. WSF makes buying tickets easy and quick	1	2	3	4	5	1	2	3	4	5
C. WSF efficiently processes vehicles through ticket lanes	1	2	3	4	5	1	2	3	4	5

Q25 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] You rated your satisfaction with (INSERT A-C) low. At which terminal did you experience this unsatisfactory service level?

ROUTE	TERMINALS				
Seattle/Bainbridge	Seattle			Bainbridge	
Seattle/Bremerton	Seattle			Bremerton	
Point Defiance/Tahlequah	Point Defiance			Tahlequah (No toll booth)	
Edmonds/Kingston	Edmonds			Kingston	
Fauntleroy/Vashon	Fauntleroy			Vashon (No toll booth)	
Fauntleroy/Southworth	Fauntleroy			Southworth	
Southworth/Vashon	Southworth			Vashon (No toll booth)	
Coupeville/Port Townsend	Coupeville			Keystone	
Mukilteo/Clinton	Mukilteo			Clinton	
Anacortes/San Juan Islands	Orcas	Shaw	Lopez	Friday Harbor	Anacortes
San Juan Interisland	Orcas	Shaw	Lopez	Friday Harbor	

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Q26 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] What specific behaviors made you dissatisfied? Please be as specific as possible. (NOTE – WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

Q27 [ASK IF PREQ8 DRIVE-ON OR DRIVE-ON PASSENGER-0] Thinking of loading and unloading procedures for the Winter (January - March 2012) period only, for each of the following loading items, please rate how important each are to you, and how satisfied you currently are with each.

(Rotate)	Importance					Satisfaction				
	Not imp.				Very imp.	Dis-sat.				Very sat.
A. WSF loading crew is friendly, courteous and polite	1	2	3	4	5	1	2	3	4	5
B. WSF loading procedures are efficient	1	2	3	4	5	1	2	3	4	5
C. WSF loads ferries to capacity with little room between cars	1	2	3	4	5	1	2	3	4	5
D. WSF loading crews provide clear directions and/or hand signals	1	2	3	4	5	1	2	3	4	5

Q28 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] You rated your satisfaction with (INSERT A-E) low. At which terminal did you experience this unsatisfactory service level?

ROUTE	TERMINALS				
Seattle/Bainbridge	Seattle			Bainbridge	
Seattle/Bremerton	Seattle			Bremerton	
Point Defiance/Tahlequah	Point Defiance			Tahlequah	
Edmonds/Kingston	Edmonds			Kingston	
Fauntleroy/Vashon	Fauntleroy			Vashon	
Fauntleroy/Southworth	Fauntleroy			Southworth	
Southworth/Vashon	Southworth			Vashon	
Coupeville/Port Townsend	Coupeville			Keystone	
Mukilteo/Clinton	Mukilteo			Clinton	
Anacortes/San Juan Islands	Orcas	Shaw	Lopez	Friday Harbor	Anacortes
San Juan Interisland	Orcas	Shaw	Lopez	Friday Harbor	

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Questionnaire (cont.)

Q29 To better help us identify the crew, can you give us the approximate time you experienced this unsatisfactory service level?

(SHOW ONLY Q28 ROUTES)	Time Period	
A. Seattle/Bainbridge	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
B. Seattle/Bremerton	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
C. Point Defiance/Tahlequah	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
D. Edmonds/Kingston	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
E. Fauntleroy/Vashon	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
F. Fauntleroy/Southworth	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
G. Southworth/Vashon	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
H. Coupeville/Port Townsend	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
I. Mukilteo/Clinton	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
J. Anacortes/San Juan Islands	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
K. San Juan Interisland	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening

Q30 (ASK FOR EACH ATTRIBUTE RATED 1 OR 2) What specific behaviors made you dissatisfied? Please be as specific as possible. (NOTE – WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

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Q27B. (ASK IF PREQ8 DRIVE-ON OR DRIVE-ON PASSENGER=0) Thinking of loading and unloading procedures for the Winter (January - March 2012) period only, for each of the following unloading items, please rate how important each are to you, and how satisfied you currently are with each.

(Rotate)	Importance					Satisfaction				
	Not imp.					Dis-sat.				Very sat.
WSF unloading crew is friendly, courteous and polite	1	2	3	4	5	1	2	3	4	5
WSF unloading procedures are efficient	1	2	3	4	5	1	2	3	4	5
WSF unloading crews provide clear directions and/or hand signals	1	2	3	4	5	1	2	3	4	5

Q28B. (ASK FOR EACH ATTRIBUTED RATED 1 OR 2) You rated your satisfaction with (INSERT A-E) low. At which terminal did you experience this unsatisfactory service level?

ROUTE	TERMINALS				
Seattle/Bainbridge	Seattle		Bainbridge		
Seattle/Bremerton	Seattle		Bremerton		
Point Defiance/Tahlequah	Point Defiance		Tahlequah		
Edmonds/Kingston	Edmonds		Kingston		
Fauntleroy/Vashon	Fauntleroy		Vashon		
Fauntleroy/Southworth	Fauntleroy		Southworth		
Southworth/Vashon	Southworth		Vashon		
Coupeville/Port Townsend	Coupeville		Keystone		
Mukilteo/Clinton	Mukilteo		Clinton		
Anacortes/San Juan Islands	Orcas	Shaw	Lopez	Friday Harbor	Anacortes
San Juan Interisland	Orcas	Shaw	Lopez	Friday Harbor	

Q29B. To better help us identify the crew, can you give us the approximate time you experienced this unsatisfactory service level?

(SHOW ONLY Q28 ROUTES)	Time Period	
Seattle/Bainbridge	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
Seattle/Bremerton	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
Point Defiance/Tahlequah	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening
Edmonds/Kingston	Weekday – morning	Weekend – morning
	Weekday – afternoon	Weekend – afternoon
	Weekday – evening	Weekend – evening

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Questionnaire (cont.)

Q36 [ASK IF Q35=1] Thinking about your experiences with WSF vessel crew(s) for the Winter (January - March 2012) period only, for each of the following vessel crew items, please rate how important each are to you and how satisfied you currently are with each.

(Rotate)	Importance					Satisfaction				
	Not imp.			Very imp.		Dis-sat.		Very sat.	DK/NA	
A. WSF vessel crew is friendly, courteous and polite	1	2	3	4	5	1	2	3	4	5 7
B. The WSF vessel crew is helpful, competent and knowledgeable	1	2	3	4	5	1	2	3	4	5 7

Q37 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] You rated your satisfaction with (INSERT A-B) low. If you happen to know, on which boat and at approximately what time did you experience this unsatisfactory service level?

(SHOW ONLY Q1 ROUTES)	Boats that Typically Serve The Route
A. Seattle/Bainbridge	Wenatchee, Tacoma, Puyallup, Other, Don't Recall Name
B. Seattle/Bremerton	Kaleetan, Kitsap, Chelan, Hyak, Sealth, Walla Walla, Other, Don't Recall Name
C. Point Defiance/Tahlequah	Chetzemoka, Hiyu, Salish, Other, Don't Recall Name
D. Edmonds/Kingston	Puyallup, Spokane, Walla Walla, Other, Don't Recall Name
E. Fauntleroy/Vashon	Issaquah, Klahowya, Tillikum, Chelan, Evergreen State, Kitsap, Sealth, Other, Don't Recall Name
F. Fauntleroy/Southworth	Issaquah, Klahowya, Tillikum, Chelan, Evergreen State, Kitsap, Sealth, Other, Don't Recall Name
G. Southworth/Vashon	Issaquah, Klahowya, Tillikum, Chelan, Evergreen State, Kitsap, Sealth, Other, Don't Recall Name
H. Coupeville/Port Townsend	Kennewick, Salish, Other, Don't Recall Name
I. Mukilteo/Clinton	Cathlamet, Kittitas, Chelan, Kitsap, Other, Don't Recall Name
J. Anacortes/San Juan Islands	Chelan, Elwha, Hyak, Sealth, Yakima, Kaleetan, Other, Don't Recall Name
K. San Juan Interisland	Evergreen State, Hiyu, Salish, Sealth, Other, Don't Recall Name

Q38 To better help us identify the crew, can you give us the approximate time you experienced this unsatisfactory service level?

(SHOW ONLY Q1 ROUTES)	Time Period	
L. Seattle/Bainbridge	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
M. Seattle/Bremerton	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
N. Point Defiance/Tahlequah	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon

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	Weekday - evening	Weekend - evening
O. Edmonds/Kingston	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
P. Fauntleroy/Vashon	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
Q. Fauntleroy/Southworth	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
R. Southworth/Vashon	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
S. Coupeville/Port Townsend	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
T. Mukilteo/Clinton	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
U. Anacortes/San Juan Islands	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening
V. San Juan Interisland	Weekday - morning	Weekend - morning
	Weekday - afternoon	Weekend - afternoon
	Weekday - evening	Weekend - evening

Q39 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] What specific conditions made you dissatisfied? Please be as specific as possible. (NOTE - WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

Q40 For each of the following on-time arrival and departure performance items during the Winter (Jan-Mar 2012) period only, please rate how important each are to you and how satisfied you currently are with each.

(Rotate)	Importance					Satisfaction				
	Not imp.			Very imp.		Dis-sat.		Very sat.	DK/NA	
A. WSF has on-time/dependable departures	1	2	3	4	5	1	2	3	4	5 7
B. WSF has on-time/dependable arrivals	1	2	3	4	5	1	2	3	4	5 7

Q41 [ASK FOR EACH ATTRIBUTE RATED 1 OR 2] You rated your satisfaction with (INSERT A-B) low. On which route and in which direction did you experience this unsatisfactory service level?

(SHOW ONLY Q1 ROUTES)	Eastbound	Westbound	Both directions
A. Seattle/Bainbridge			
B. Seattle/Bremerton			

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Questionnaire (cont.)

C. Point Defiance/Tahlequah			
D. Edmonds/Kingston			
E. Fauntleroy/Vashon			
F. Fauntleroy/Southworth			
G. Southworth/Vashon			
H. Coupeville/Port Townsend			
I. Mukilteo/Clinton			
J. Anacortes/San Juan Islands			
K. San Juan Interisland			

Q42 (ASK FOR EACH ATTRIBUTE RATED 1 OR 2) Other than "controlling the weather or tides," what could WSF have done to have prevented (departing/arriving) late in your view? (NOTE – WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

Q43 During the Winter Schedule period (January-March 2012), have you for any reason used the WSF website?

- 1 Yes
- 2 No

Q43B. During the Winter Schedule period (January-March 2012), have you for any reason called WSF by phone?

- 1 Yes
- 2 No

Q44 (ASK IF Q43A=1) How satisfied were you with your experience using the WSF website?

- 5 Very satisfied
- 4 Satisfied
- 3 Neither satisfied or dissatisfied
- 2 Dissatisfied
- 1 Very dissatisfied
- 7 Prefer not to answer

Q45 (ASK IF 44=1 OR 2) What specifically about your experience with the WSF website made you dissatisfied? Please be as specific as possible. (NOTE – WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

Q46 (ASK IF Q43B=1) How satisfied were you with your experience calling the WSF by phone?

- 5 Very satisfied
- 4 Satisfied
- 3 Neither satisfied or dissatisfied
- 2 Dissatisfied
- 1 Very dissatisfied
- 7 Prefer not to answer

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Q47 (ASK IF 46=1 OR 2) What specifically about your experience calling WSF by phone made you dissatisfied? Please be as specific as possible. (NOTE – WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

Q48 Beyond lowering fares, what other suggestions might you give WSF and state decision makers that would improve or strengthen the quality of service being provided? Please be as specific as possible. (NOTE – WE ARE NOT CODING THIS DATA; BUT THE OPEN-ENDED RESPONSES WILL BE PROVIDED TO WSF)

FERRY USAGE

Q49 Other than yourself, how many other members in your household traveled on the ferries during the Winter (January-March 2012) period?

- 0 I am the only member of the household who rides the ferry during the Winter period → SKIPTO Q51
- 1 1 other person rode during winter
- 2 2 other people rode during winter
- 3 3 other people rode during winter
- 4 4 or more people rode during winter

PQ50. You mentioned that others in your household rode WFS in the last year. We need to get the same basic information for them as we did for you. To help make this process easier, what are the names of the other household members?

Q50 (ASK IF Q49=1-4) Please tell us a little more about how the other members in your household utilize the ferries (do not include yourself in this question, as the previous questions were about your travel on the ferries).

	ASK FOR EACH PERSON (1-4)
A. How old are each of the household members?	
B. How many round trips (two one-way trips = one round trip) per month does each household member take, on average, during the Winter (Jan-Mar 2012) period?	97 Don't know
C. How many of those round trips were for the purpose of commuting (getting to and from work/school), how many were for the primary purpose of recreational/social (seeing friends/going to events, etc.) and how many were for other purposes (shopping, medical appointments, etc.)?	97 Don't know
D. During the Winter (Jan-Mar 2012) period, how many of their ferry trips are walk-on, drive-on, or passenger?	97 Don't know
E. How did they typically board the ferry during the Winter (Jan-Mar 2012) period?	11 Vehicle driver 12 Passenger in a vehicle 13 Walk-on 14 Rode on in bus/transit 15 Rode on in van/car pool 16 Rode on – motorcycle 17 Biked on 99 Some other way
F. How did they typically pay for their fare, during the Winter (Jan-Mar 2012) period?	11 Single ride ticket 12 Multi-ride frequent user ticket (available to all passengers & non-oversized vehicles) 13 Monthly pass (not available to vehicle)

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Questionnaire (cont.)

	drivers)
	14 Senior/disabled Convenience Card/discount
	15 SmartCard/ORCA (One Regional Card for All)
	16 Puget Pass
	99 Some other way
G. Are they generally traveling more, less or the same as last winter (Jan-Mar 2011)?	1 More
	2 Less
	3 Same
	4 They didn't travel a year ago

Q51 Now we have some questions for you about possible changes to the WSF fare structure. Would you prefer paying the vehicle fare using the current car size categories (i.e. car under 14', car 14-22', etc.) or pay by the foot (i.e. actual car length based upon a per/foot charge)?

- 1 By car size category
- 2 By the foot for actual car length

Q52 If in the future vehicles under 14 feet may get a 30% discount off of the regular vehicle fare. How much of an influence if at all, would a 30% discount be on your decision to purchase a small car under 14 feet?

- 3 Great - The 30% discount would be a great influence in my purchase decision of a vehicle that is less than 14 feet long
- 2 Some - The 30% discount would be somewhat influential in my purchase decision of a vehicle that is less than 14 feet long
- 1 Little - The 30% discount would have little to no influence on my purchase decision of a vehicle that is less than 14 feet long
- 4 Nothing - I don't think I would ever purchase a vehicle that is less than 14 feet long

Q53 To encourage more walk-on usage of the ferries, how would you feel about any fare percentage increases being greater for vehicles than for passengers/walk-ons?

- 1 I agree that vehicle/driver fare increase percentages should be higher than passenger/walk-on fare percentage increases
- 2 I disagree, the percentage increase should be the same for both
- 3 I disagree, passenger/walk-on fare increase percentages should be higher than vehicle drive-on fare percentage increases

Q54 (IF Q53=1) At which of these rates should the passenger/walk-on fare grow: compared to the vehicle/driver fare percentage

- 1 ¼ the percentage rate of the vehicle/driver fare
- 2 ½ the percentage rate of the vehicle/driver fare
- 3 ¾ the percentage rate of the vehicle/driver fare
- 4 Other - please specify percentage

TRANSIT CONNECTIONS

PreQ55 Just to verify, during the Winter period (January - March 2012), did you use the ferries for the purpose of commuting (getting to and from work/school)?

- 1 Yes
- 2 No → SKIP TO Q57
- 3 Don't recall → SKIP TO Q57

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Q55 (ASK IF PreQ55 =1) For commuting purposes, which single factor most affects your decision to drive-on instead of walking on the ferry? (Select ONLY one)

- 11 Parking availability and cost on the origin side
- 12 Parking availability and cost on the destination side
- 13 Traffic congestion on the origin side
- 14 Traffic congestion on the destination side
- 15 Employer sponsors a subsidy program that helps cover some of your costs (like parking, ferry fares, transit pass, etc.)
- 16 Proximity of the ferry terminal to your work
- 17 Access to transit services on the origin side
- 18 Access to transit services on the destination side
- 19 Ferry wait time/overload
- 20 Ferry cost
- 21 Overall length of commute
- 22 Overall cost of travel (combined cost of ferry, public transportation and parking)
- 23 Overall convenience of having a car (ability to run errands, visiting, options if ferry is missed, etc.)
- 24 Flexibility in case of emergency
- 25 Work requires driving to different locations
- 26 Ability to travel on personal timetable
- 27 Lack public transportation outside of peak travel times
- 28 Lack public transportation to desired destinations
- 29 Lack of comfortable waiting area on ferry
- 30 Traveling with people, pets, equipment, etc.
- 31 Physically challenging to walk-on
- 32 Weather
- 33 Something else - please specify _____

Q55B (ASK IF PreQ55 =1) For commuting purposes, which other factors affect your decision to drive-on instead of walking on the ferry?

- 11 Parking availability and cost on the origin side
- 12 Parking availability and cost on the destination side
- 13 Traffic congestion on the origin side
- 14 Traffic congestion on the destination side
- 15 Employer sponsors a subsidy program that helps cover some of your costs (like parking, ferry fares, transit pass, etc.)
- 16 Proximity of the ferry terminal to your work
- 17 Access to transit services on the origin side
- 18 Access to transit services on the destination side
- 19 Ferry wait time/overload
- 20 Ferry cost
- 21 Overall length of commute
- 22 Overall cost of travel (combined cost of ferry, public transportation and parking)
- 23 Overall convenience of having a car (ability to run errands, visiting, options if ferry is missed, etc.)
- 24 Flexibility in case of emergency
- 25 Work requires driving to different locations
- 26 Ability to travel on personal timetable
- 27 Lack public transportation outside of peak travel times
- 28 Lack public transportation to desired destinations
- 29 Lack of comfortable waiting area on ferry
- 30 Traveling with people, pets, equipment, etc.
- 31 Physically challenging to walk-on
- 32 Weather
- 33 Something else - please specify _____

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Questionnaire (cont.)

Q56 (ASK IF PreQ55 = 1) What would have to happen for you to drive on less and walk-on the ferry more for all or some of your commuting trips? Please be as specific as possible.

Q57 (ASK IF PreQ8 = WALK-ON) How will reductions in transit services/schedule impact your decision to continue to walk-on the ferries, if at all?

- 1 Will continue to walk on as often as I do now
- 2 Will walk on slightly less often
- 3 Will walk on considerably less often
- 4 Will stop walking on all together
- 5 I don't ever walk on the ferry → SKIP TO Q60

Q58 (ASK IF PreQ8 = WALK-ON) Thinking only about the trips where you walk-on the ferry, how do you typically get to the terminal to catch a ferry?

- 1 I carpool to the ferry terminal
- 2 I utilize transit transportation to reach the ferry terminal
- 3 I walk to the ferry terminal
- 4 I get dropped off at the ferry terminal
- 5 I drive and park a vehicle at the ferry terminal
- 9 Other – please specify

Q59 (ASK IF PreQ8 = WALK-ON) Thinking only about the trips where you walk-on the ferry, how do you typically reach your final destination when you disembark the ferry?

- 1 I carpool to my final destination
- 2 I utilize transit transportation to reach my final destination
- 3 I walk to my final destination
- 4 I get picked up at the ferry terminal
- 5 I keep a vehicle at ferry destination
- 9 Other – please specify

Q60 Would you be more likely to use transit and walk onto the ferry if you got a discount on both your ferry fare and transit pass when used in combination via the ORCA Card?

- 1 More likely to use transit and walk on, or
- 2 No change – other factors are more important

Q61 (ASK IF PreQ8 = DRIVE-ON) How likely would you be to walk onto the ferry instead of driving on, if you received a 30% discount on a ferry/bus combined ticket?

- 5 I definitely would be likely
- 4 Somewhat likely
- 3 Might or might not be likely
- 2 Somewhat unlikely
- 1 I definitely would NOT be likely

OTHER TOPICS

Q62 The following questions are about the use of ferries in conjunction with the Tacoma Narrows Bridge during the Winter (Jan-Mar 2012) period.

During the Winter period, has anyone in your household used the Tacoma Narrows Bridge in conjunction with a ferry to make a round trip between the west and east Sound? (Took ferry one way and returned over the bridge the other way)

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- 1 Yes – took the ferry going westbound and the Tacoma Narrows Bridge going eastbound
- 2 Yes – took ferry going eastbound and the Tacoma Narrows Bridge going westbound
- 3 No – didn't make any trips where I go one way on the ferry and the other way over the Tacoma Narrows Bridge → SKIP TO Q65

Q63 During the Winter (Jan-Mar 2012) period, how often in a typical month do you make a ferry trip (going one way) in conjunction with the Tacoma Narrows Bridge (going the other way)?

- 1 Less than 1 trip per month
- 2 1 trip per month
- 3 2-5 trips per month
- 4 6-10 trips per month
- 5 More than 10 trips per month

Q64 How would your ferry riding change, if at all, assuming you were charged the same toll in both directions on the Tacoma Narrows Bridge?

- 1 Ride the ferry less often (use the bridge more)
- 2 Ride the ferry /use the bridge the same as now (no change)
- 3 Ride the ferry more often (use the bridge less)

Q65 Which of the following payment cards/passes do you currently have?

- 1 Good2Go
- 2 ORCAS
- 3 Wave2Go
- 4 Puget Pass
- 7 None
- 9 Other – please specify

Q66 The current WSF fare system charges for every person in the vehicle, requiring that all passengers be counted. Also, pre-paid multi-ride passes expire within 90 days and are usable only on WSF.

If the "Good2Go" system that charges by the vehicle (in use on the Tacoma Narrows Bridge and SR 520) were used to pay for fares on WSF, you could pay your fares electronically and have any number of passengers in the vehicle at no additional charge. However, because of this fact and to result in no net loss to revenues, vehicle fares would have to be raised significantly to compensate for the loss of passenger fare revenue. The "Good2Go" pass would never expire and could be used on all toll roads & bridges, as well as WSF.

Based on the above description, would you rather have:

- 1 The current fare payment system
- 2 A new fare payment system that uses the "Good2Go" passes

Q67 Do you have any additional thoughts regarding the ferry system you would like to share?

- 88 No additional feedback
- 99 Yes → _____

END: Thanks for your help!

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Appendix B: Weighting



Weighting Methodology

- ❖ In order to make the survey results proportionate to the ferry ridership universe as a whole, it was necessary to weight the data by route and boarding method based on their last trip taken. The weighting scheme used is displayed below.
- ❖ Any respondents who did not fit into the buckets defined below were weighted with 1.000000.

Route	Vehicle	Passenger	Walk on
SEA/BAIN	1.542969	2.843451	1.225253
SEA/BRE	1.359257	3.665663	1.154100
PTD/TAH	0.686756	1.672247	0.733515
EDM/KIN	1.307869	4.473100	0.982263
FAU/VAS	0.840150	2.445594	0.772238
FAU/SOU	0.862334	1.386595	0.428060
SOU/VAS	1.349593	0.000000	0.738762
PTT/KEY	0.665300	4.293233	0.668522
MUK/CLI	0.659615	2.046416	0.683696
ANA/SAN	0.232341	0.552144	0.426096
INTERISLAND	0.436475	1.333133	0.066679